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# HOUSEHOLD CONSUMER PREFERENCES

# *for*

# BREADED SHRIMP & BREADED FISH STICKS

## PART 2

## SUMMARY by FARM and NONFARM

## RURAL and CITY SIZE GROUPS

National Marine Fisheries Service
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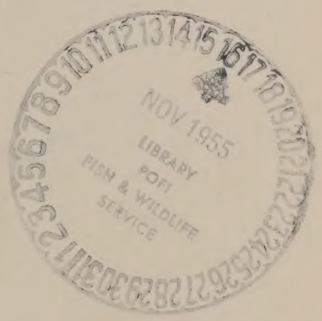
Honolulu, HI 96822-2396

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United States Department of the Interior
Washington, D. C.

Fishery Leaflet 425

United States Department of the Interior, Douglas McKay, Secretary

Fish and Wildlife Service, John L. Farley, Director

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# HOUSEHOLD CONSUMER PREFERENCES FOR BREADED SHRIMP AND BREADED FISH STICKS

## Part 2 - Summary by Farm and Nonfarm Rural and City Size Groups

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## INTRODUCTION

This is the second in a series of reports resulting from a nation-wide survey of household consumer preferences for breaded shrimp and breaded fish sticks. The survey was made by National Family Opinion, Inc., Toledo, Ohio, in November 1954 under the direction of the Fish and Wildlife Service. Some additional supporting information about home and restaurant consumption of fish and shellfish was obtained also.

Important developments in the marketing of fishery products have occurred in recent years. Outstanding is the fact that frozen breaded fish sticks and, to a lesser extent, frozen breaded shrimp have made spectacular sales advances. Fish stick production jumped from 7.5 million pounds in 1953 to about 50 million pounds in 1954 and the first half of 1955 saw 35 million pounds produced which is well ahead of the corresponding period last year. Breaded shrimp production started in a small way after World War II, rose very rapidly, and currently appears to have leveled off in 1954 at about 17 million pounds annually.

The fishing industry hopes that these favorable developments are based on permanent and perhaps expanding markets for fish sticks and shrimp. Reliable information has been lacking at the consumer level to provide the basis for examination of the marketing prospects for breaded shrimp and fish sticks. For the same reason the significance of the phenomenal sales of these products in relation to the market for other fish products could not be evaluated. In the latter connection, the fragmentary information available has been used to support diametrically opposite opinions as to whether or not fish stick sales represent supplementary purchases or substitutions for other fish products.

This report summarizes the information obtained from the survey with respondents classified (a) by farm and nonfarm groups and (b) by rural groups and by various sized city groups. Fishery Leaflet No. 424 presents an analysis of the replies on a national and regional basis. Fishery Leaflet No. 426 will present an analysis of the replies with respondents classified as to various ages of the homemaker, the size of the family, the occupation of the head of the household, and by family income.

Special effort has been made to be as specific as possible in presenting conclusions and in presenting them in a way most likely to be of practical value to the fishing industry. Obviously, it is possible to draw somewhat different conclusions depending upon the weight given to the significance of certain details, and the limitations placed upon some segments of the data. For this reason an account of the survey methods and characteristics of the sample follow in a later section. The summaries of the answers to the questions are also given in detail and a copy of the questionnaire is shown in the appendix.

Briefly, the survey represents the tabulated results of a mailed questionnaire to 1,797 selected respondents, predominantly housewives, so chosen as to be representative of all households in the United States.

For purposes of this study, the urban population comprises persons living in places of 2,500 or more inhabitants. In April 1954, about 101 million people in the United States lived in urban areas. The remaining population, comprising about 57 million people, is classified as rural. The rural population includes the farm population (i.e. persons actually living on farms). The rural - nonfarm population is substantially larger than the farm population which comprises only some 21 million people.

## Summary

The predominant marketing problem for breaded shrimp is to get homemakers to try them. Nine out of ten homemakers trying breaded shrimp become satisfied customers.

Breaded shrimp consumption is concentrated in urban areas. Consumption in the cities is about twice as high as in rural areas.

The spectacular rise in fish stick sales is an urban consumption phenomenon. Among urban housewives about 40 percent use fish sticks as against 13 percent for farm housewives.

Fish stick consumption increases in relation to population density. About 39 percent of the homemakers in smaller towns use cooked fish sticks, 44 percent in cities from 25,000 to 500,000 population, and 49 percent in the largest cities.

The acceptance rate among housewives for fish sticks is very high for both rural and urban markets. Something like 85 percent of all homemakers buying fish sticks are satisfied with them.

Neither breaded shrimp nor fish sticks replace completely other fishery products. Only a minority of the respondents indicated even partial substitution of breaded shrimp or fish sticks for other fishery products.

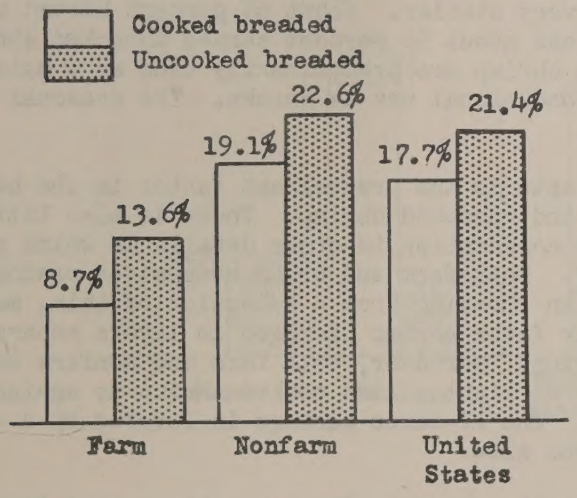
## Breaded Shrimp Consumption: Farm and Nonfarm

Both cooked and uncooked breaded shrimp are relatively new products and have special market development problems. It is in this field that the results of this survey have considerable significance. There are some distinctions, for example, between marketing problems in urban and agricultural areas.

Less than 10 percent of the farm population use breaded cooked shrimp as compared with about 20 percent for nonfarm homemakers. Consumption is a little higher for uncooked shrimp, with about 14 percent of the rural homemakers using this product during the past year as against about 23 percent among urban housewives.

FAMILIES CONSUMING COOKED AND UNCOOKED BREADED SHRIMP

(By percent, farm and nonfarm)




The basic merchandising problem for breaded shrimp is to get housewives to try the product. Nine housewives out of ten trying breaded shrimp are satisfied with them. This principle applies to both cooked and uncooked shrimp and with equal force in both rural and urban markets.

Roughly, half the respondents who had not tried breaded shrimp explained why they had not done so. About 24 percent of the urban housewives who had not tried breaded cooked shrimp said they had an aversion for the product and about 19 percent had a similar feeling toward uncooked shrimp. Significantly, the price factor of cooked shrimp was mentioned only by some 5 percent of either farm or urban respondents.

In general, urban respondents were emphatic that their use of either cooked or uncooked shrimp did not replace directly their use of other fishery products, they were only slightly less emphatic in denying that partial substitution occurred even in some degree. The data available from farm respondents is too small for statistical purposes, although the information available suggests that this generality may also apply to rural homemakers.

The frequency of serving pattern for both products for farm and nonfarm homemakers is very similar. About 65 percent served cooked shrimp at least once a month and about 58 percent served uncooked shrimp at least once a month. Breaded shrimp are predominantly used as a main meal throughout the country, with occasional use as snacks. The seasonal factor seems to be unimportant.

Individual taste is the predominant factor in the homemaker's choice between cooked and uncooked shrimp. There is also little distinction between farm and urban consumption in other details in which personal taste is an important factor. Both farm and urban housewives predominantly favor medium breaded shrimp in choosing from a selection of thin, medium and heavy breading. Both heavily favor shrimp packaged in layers separated by paper as against bulk packaging. Moreover, both farm and nonfarm housewives prefer to a marked degree light golden cooked shrimp as against darker colored cooked shrimp. The 12-ounce package is favored by a considerable margin over the 10-ounce size.

Assuming that the grocer's freezer cabinet held four sizes of breaded shrimp ranging from large to small, housewives in urban areas would pick out the largest shrimp with the next largest a second choice. In agricultural areas, homemakers indicated no preference between the largest shrimp and the next largest. American housewives, in general, prefer peeled breaded shrimp to fantail. This preference is very marked among farm housewives.

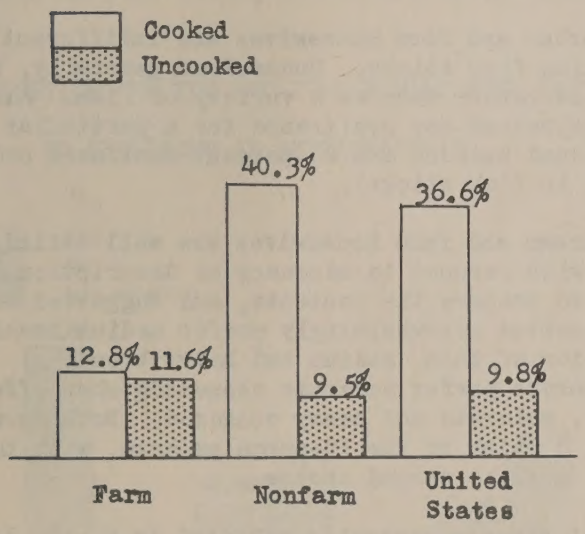
Urban housewives are well satisfied with the package labeling with respect to the adequacy of the description of the contents, manner in which to prepare the contents, and suggested recipes. Farm housewives are somewhat less content with the labeling, although the minority expressing dissatisfaction mentioned only a few specific criticisms.

## Fish Stick Consumption: Farm and Nonfarm

The spectacular rise in fish stick sales in recent years is an urban consumption phenomenon. Among urban homemakers about 40 percent use cooked fish sticks as against 13 percent among farm housewives. Uncooked fish sticks represent only about 11 percent of total fish stick production and consumption is about the same for both farm and urban families.

FAMILIES CONSUMING COOKED AND UNCOOKED FISH STICKS

(By percent, farm and nonfarm)




Fish stick consumption in agricultural areas is retarded to some extent by the limitations upon the selection of frozen packaged foods available. Oddly enough, urban housewives who had not tried cooked fish sticks stressed reasons related to this problem nearly as much as farm housewives. In fact, urban housewives who had not used uncooked fish sticks offered as an explanation, about as often as farm housewives, such reasons as unfamiliarity with the product or that uncooked fish sticks were not available. It is important to note, however, that over 60 percent of the respondents who had not tried fish sticks did not give an explanation.

About 26 percent of the urban housewives used cooked fish sticks only once a month, the same percentage twice a month, 10 percent three times and 8 percent four times. The number of families using cooked fish sticks more than four times a month falls off into insignificant figures. About the same pattern prevails for uncooked fish sticks, although the

percentage of homemakers using uncooked fish sticks at least once a month is smaller. Comparable data for farm families are inadequate for statistical purposes. It seems, however, that the serving pattern is about the same among the relatively smaller number of farm families using fish sticks.

About 90 percent of all housewives using either cooked or uncooked fish sticks indicated that their purchases of these products did not replace completely other fishery products. Around 70 percent of all housewives indicated that fish sticks do not replace other fishery products even in some degree. While the information from farm respondents is inadequate for statistical purposes, the same general tendencies seem to apply.

Fish sticks are used primarily as a main meal by both urban and farm homemakers. They are also used occasionally as snacks or hors d'oeuvres.

Most urban and farm housewives are indifferent about the kind of fish used in making fish sticks. Housewives generally, buy fish sticks as a distinct product rather than as a variety of fish. Among the minority of homemakers who expressed any preference for a particular variety of fish, 25 percent mentioned haddock and 20 percent mentioned cod (the variety principally used in fish sticks).

Both urban and farm housewives are well satisfied with the labeling for fish sticks with respect to adequacy of description of the contents, the manner in which to prepare the contents, and suggested recipes. Both farm and nonfarm housewives overwhelmingly prefer medium breaded fish sticks when offered a selection of thin, medium and heavy breading. Similarly, both classes of homemakers prefer moderate seasoning when offered a selection of lightly seasoned, moderate and heavy seasoned. Both rural and urban housewives prefer the 8 stick to the 10-ounce package, with the 10 sticks to the 10-ounce package a close second choice.

Fish sticks are generally marketed in 8, 10, 16 and 24-ounce packages. Housewives indicated an important demand for a 12-ounce size package.

## Family Home Consumption of Fish and Shellfish: Farm and Nonfarm

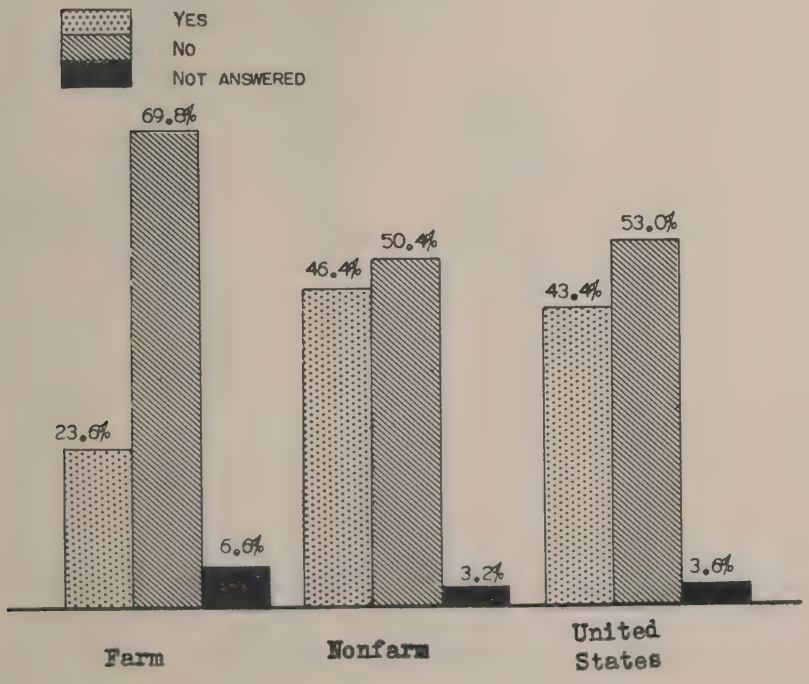
About 63 percent of the farm families and 80 percent of the urban families served fish and shellfish at least once during the survey month of October, 1954. About half the urban and farm families served fish and shellfish the year round irrespective of season. Among urban families these foods were served to a greater extent during Lent, with the summer months next in importance. Farm families served fish and shellfish to a greater extent in winter and spring.

## Family Consumption of Fish and Shellfish in Restaurants: Farm and Nonfarm

Fish restaurants and restaurants in general are an important market for fish and shellfish. Roughly, 70 percent of all farm families do not eat these foods in restaurants. Urban families as a group eat fish and shellfish in restaurants twice as often as farm families. In a sense, a considerable part of the fish consumption in restaurants is complementary to fish consumption at home. Typically, families visit restaurants as a group for the specific purpose of having a fish dinner and motivated by such factors as the desire to escape some of the discomforts of preparing and cooking fish at home, the greater selection of fish and shellfish available, and the reputed proficiency of restaurants in fish cookery.

About 65 percent of all urban families as a group ate in restaurants during the survey month of October, 1954. About 80 percent ordered fish or shellfish at least once during the month. Most urban families order fish and shellfish in restaurants the year round, but to a greater extent during Lent and the summer months.

ANSWERS TO QUESTION "DO YOU AND YOUR FAMILY EVER EAT FISH OR SHELLFISH IN RESTAURANTS?"



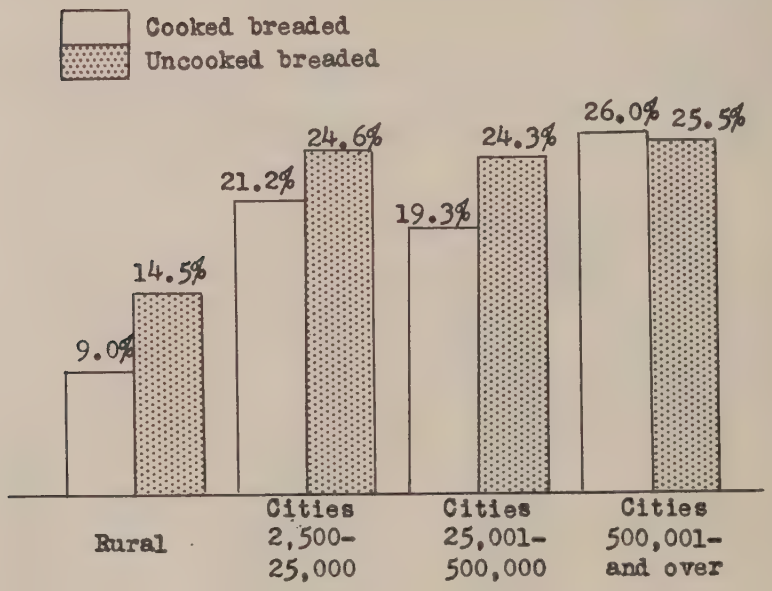
## Breaded Shrimp Consumption: Rural and By City Size

Breaded shrimp consumption is concentrated in urban areas. Per capita consumption in cities is indicated to be higher than in rural areas.

Consumption is slightly higher in the very largest cities 1/as compared to the smaller ones. There are minor variations in consumption between cities in other size classes. Homemakers generally favor somewhat, uncooked shrimp to the cooked product, except in the very largest cities.

FAMILIES CONSUMING COOKED AND UNCOOKED BREADED SHRIMP

(By percent, rural and by city size)



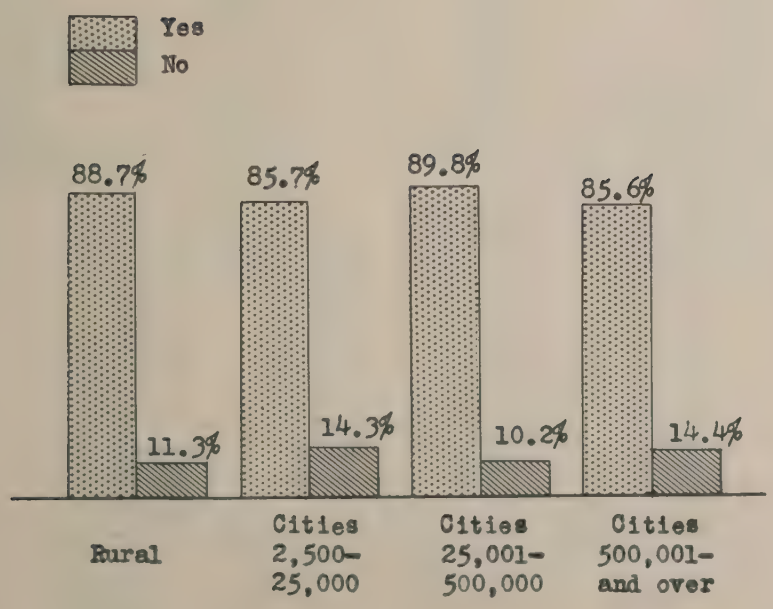

1/ For purposes of this study three city size classes were established: 2,500 to 25,000; 25,001 to 500,000; and 500,001 and over.

Some 20 percent to 30 percent of the housewives who had not tried breaded shrimp (cooked or uncooked) indicated an aversion for them. In rural areas, about 14 percent of the housewives who had never tried breaded shrimp indicated that cooked breaded shrimp were not available or that they had never heard of the product. About 11 percent of the urban housewives in cities under 500,001 population who had never tried breaded shrimp offered the same explanation. In rural areas, about 10 percent of such housewives indicated that uncooked breaded shrimp were not available or that they were unfamiliar with the product. Only a very small percentage of either rural or urban housewives mentioned price as a reason for not trying them. Some 50 percent to 60 percent of the respondents gave no particular reason.

It is notable that of all the households which had tried cooked breaded shrimp and of all those which had tried uncooked breaded shrimp, a very high percentage liked the products in all communities. In all groups over 85 percent liked them and for uncooked breaded shrimp in urban area groups over 90 percent liked this product.

ANSWERS TO QUESTION "IF YOU HAVE SERVED FROZEN BREADED PRE-COOKED SHRIMP, DID YOU LIKE THEM?"

(By percent, rural and by city size)

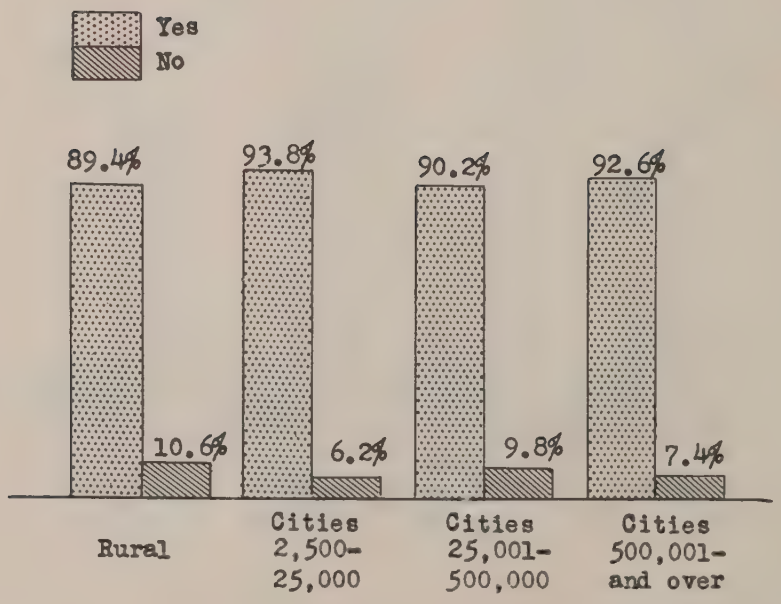


The frequency of serving pattern for both products in rural areas and for cities of various sizes is very similar. About 65 percent of the families served cooked shrimp at least once a month and about 58 percent served breaded shrimp made from the uncooked product at least once a month. Breaded shrimp are used preponderately as a main meal throughout the country, with occasional use as snacks.

In general, both rural and urban families were emphatic that their use of either cooked or uncooked breaded shrimp did not directly replace other fishery products. About 25 percent of the homemakers in the largest cities felt that their purchases of cooked shrimp displaced other fishery products at least to some extent. Less than 15 percent of the families in smaller cities and in rural areas had this opinion. About 20 percent of the homemakers in cities with populations ranging from 25,001 to 500,000 thought their consumption of uncooked shrimp displaced other fishery products to some degree. About 16 percent of the rural homemakers and 15 percent of homemakers in very large cities also held this opinion.

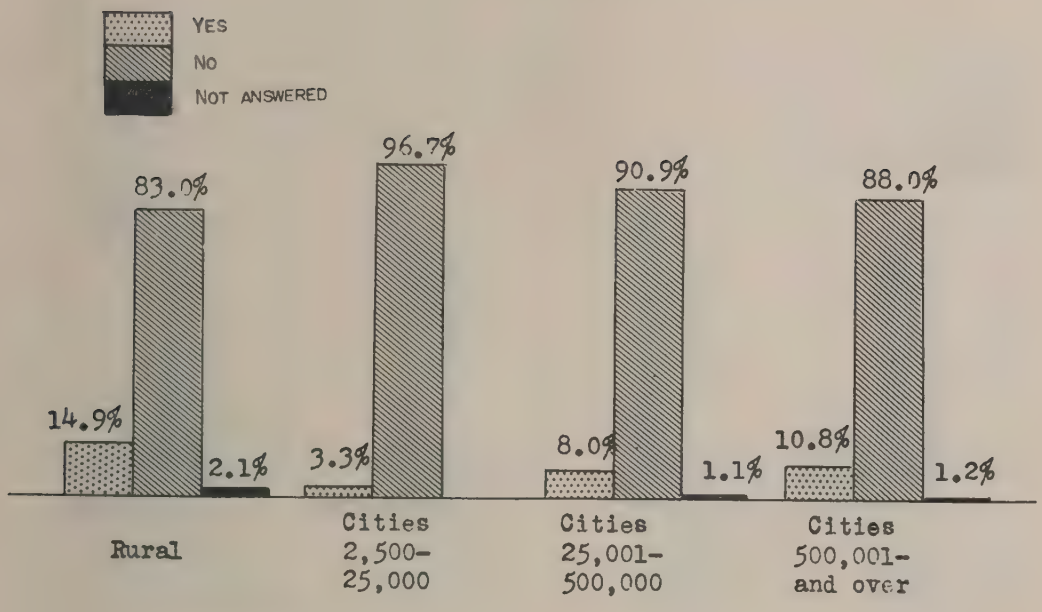
**ANSWERS TO QUESTION "IF YOU HAVE SERVED FROZEN BREADED UNCOOKED SHRIMP DID YOU LIKE THEM?"**

**(By percent, rural and by city size)**



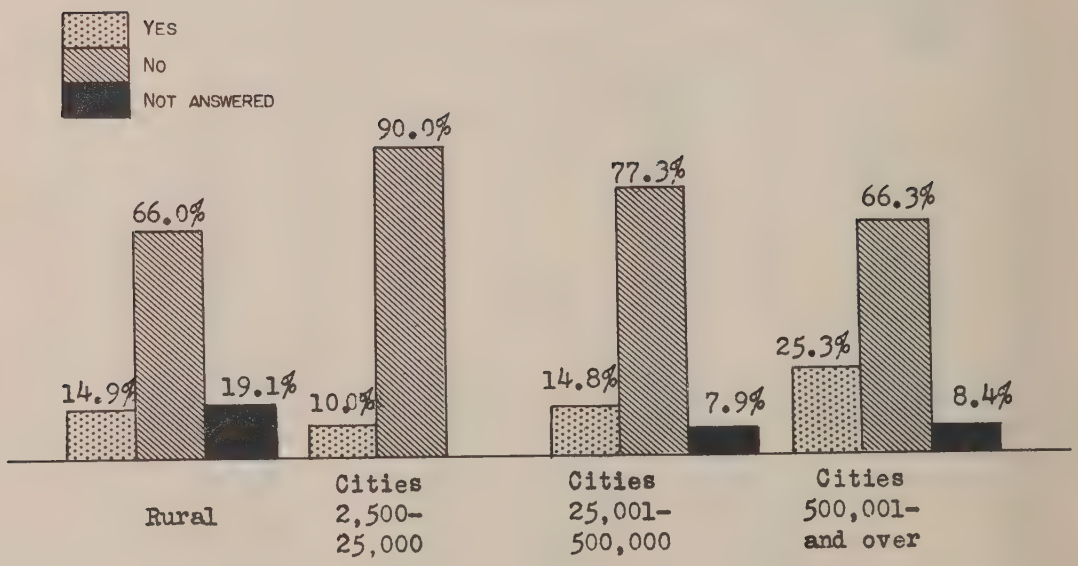
ANSWERS TO QUESTION "HAS THE USE OF FROZEN BREADED PRE-COOKED SHRIMP COMPLETELY REPLACED THE SERVING OF OTHER FISHERY PRODUCTS?"

(By percent, rural and by city size)



ANSWERS TO QUESTION "HAS THE USE OF FROZEN PRE-COOKED SHRIMP CAUSED YOU TO SERVE OTHER FISHERY PRODUCTS TO A LESSER EXTENT?"

(By percent, rural and by city size)



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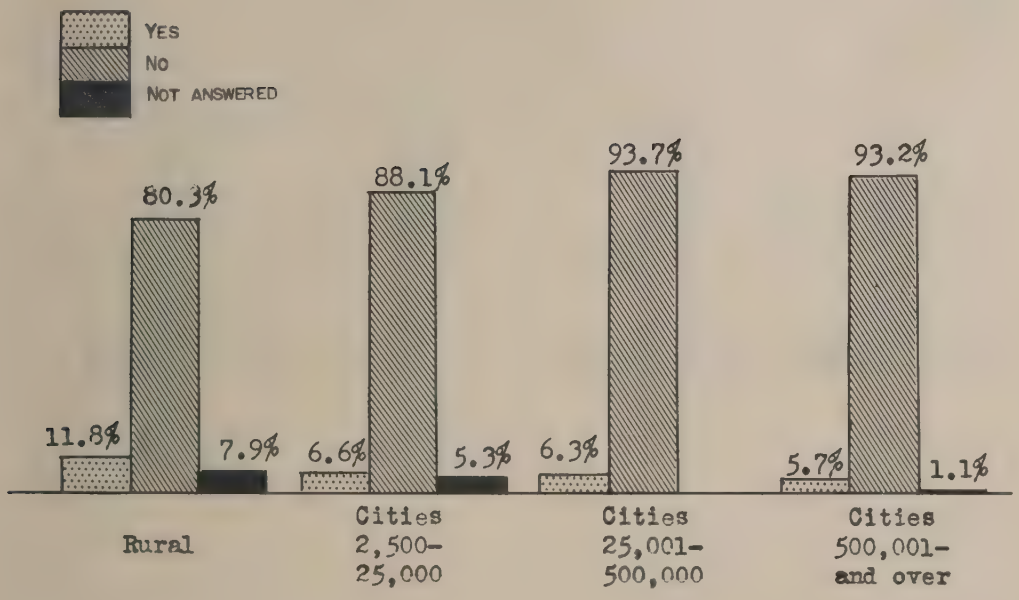
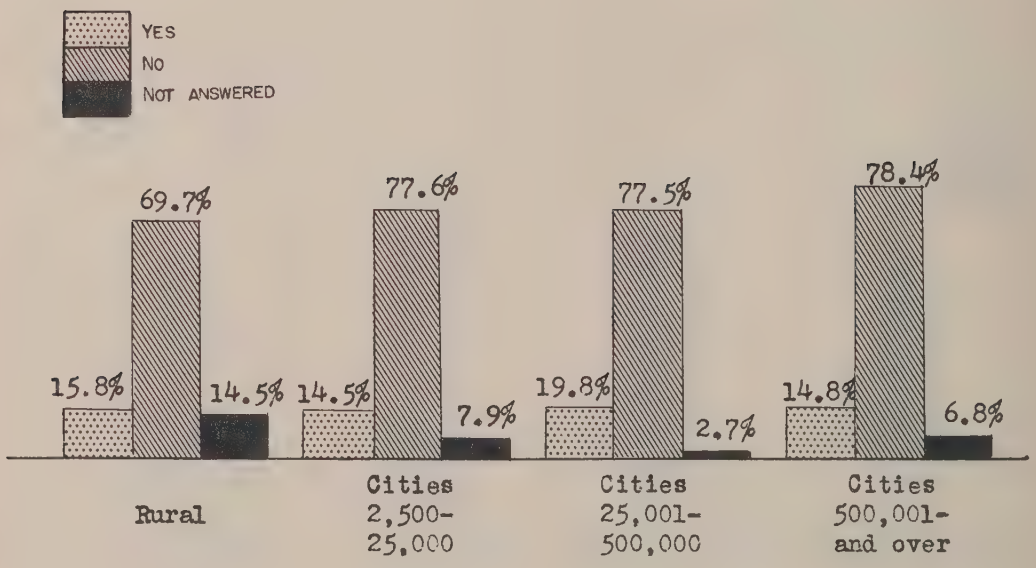
(By percent, rural and by city size)



ANSWERS TO QUESTION "HAS THE USE OF FROZEN BREADED UNCOOKED SHRIMP CAUSED YOU TO SERVE OTHER FISHERY PRODUCTS TO A LESS DEGREE?"

(By percent, rural and by city size)



Both rural and urban housewives prefer mainly medium breaded shrimp in choosing from a selection of thin, medium and heavy breading. Only about 10 percent prefer heavy breading and 20 percent thin breading.

In general, housewives want breaded shrimp packaged in layers with paper separators as against bulk packaging. Housewives prefer mainly light, golden colored cooked shrimp to darker colored cooked shrimp. Homemakers favor the 12-ounce size package to the 10-ounce size except those in cities of 25,001 to 500,000 population. This preference is less marked in the largest cities.

Homemakers in rural areas and in smaller towns prefer shrimp completely peeled to fantail shrimp (with tailshell left on). This preference progressively declines according to the city size classification until it disappears completely in the largest cities.

Assuming that the grocer's freezer cabinet held four sizes of breaded shrimp ranging from large to small, housewives in both rural and urban areas would pick out the largest size with the second largest size a close second choice. In smaller cities the choice for the second size is very close to the first size; in cities of 25,001 to 500,000 population there is a greater preference for the largest size shrimp; this preference increases in cities over 500,000.

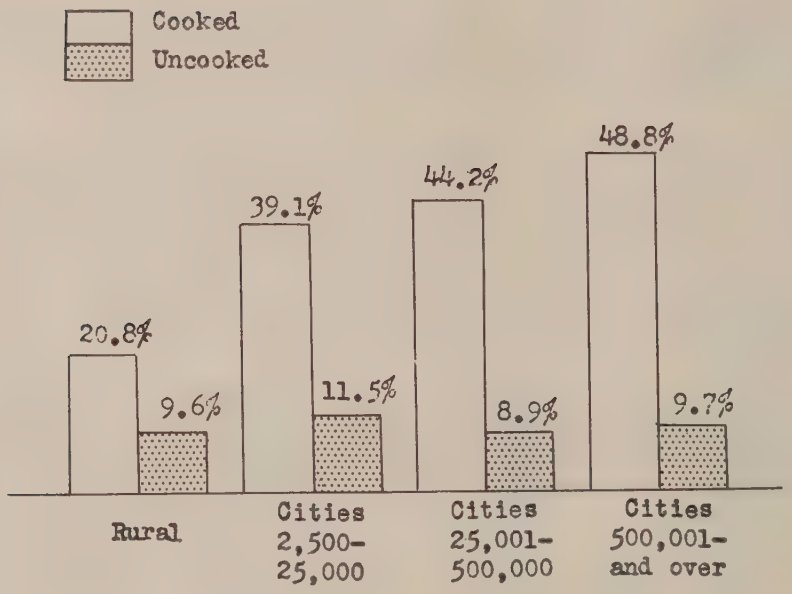
In general, housewives are well satisfied with the package labeling with respect to the adequacy of the description of the contents, manner in which to prepare the contents, and suggested recipes. Housewives in rural areas and smaller towns are somewhat less content with the labeling.

## Fish Stick Consumption: Rural and By City Size

Consumption of packaged pre-cooked fish sticks increases in relation to density of population. About 21 percent of the rural homemakers use cooked fish sticks, 39 percent of the homemakers in small towns, 44 percent in cities from 25,001 to 500,000 population, and 49 percent in the largest cities.

FAMILIES CONSUMING COOKED AND UNCOOKED FISH STICKS

(By percent, rural and by city size)

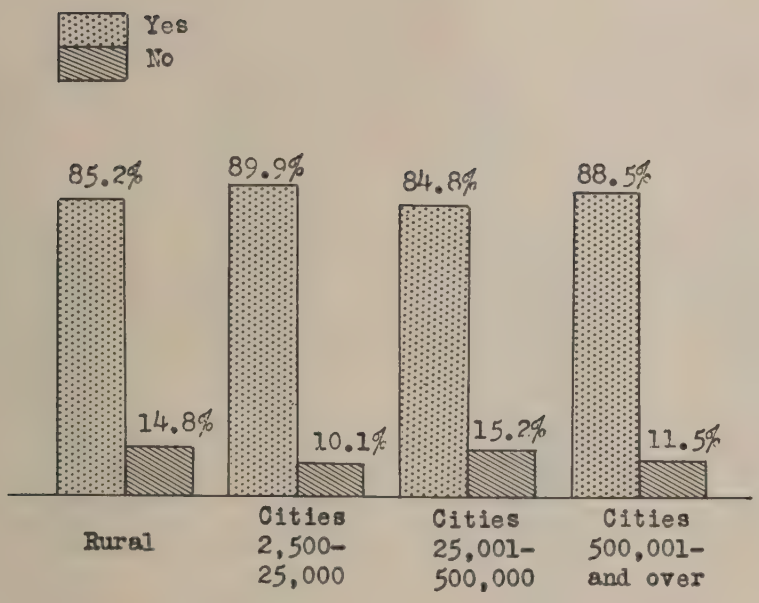



Roughly 60 percent of all American households represents the untapped market for fish sticks. Consumer acceptance rate is very high for both rural and urban markets. Over 85 percent of all homemakers buying fish sticks are satisfied with them.

The response to questions probing reasons why housewives have not tried fish sticks relates mainly to problems of inertia or apathy. At any rate, the price problem, aversion for the product, and preference for other fishery products are unimportant hurdles in getting housewives to try fish sticks.

ANSWERS TO QUESTION "IF YOU HAVE SERVED PRE-COOKED FISH STICKS, DID YOU LIKE THEM?"

(By percent, rural and by city size)

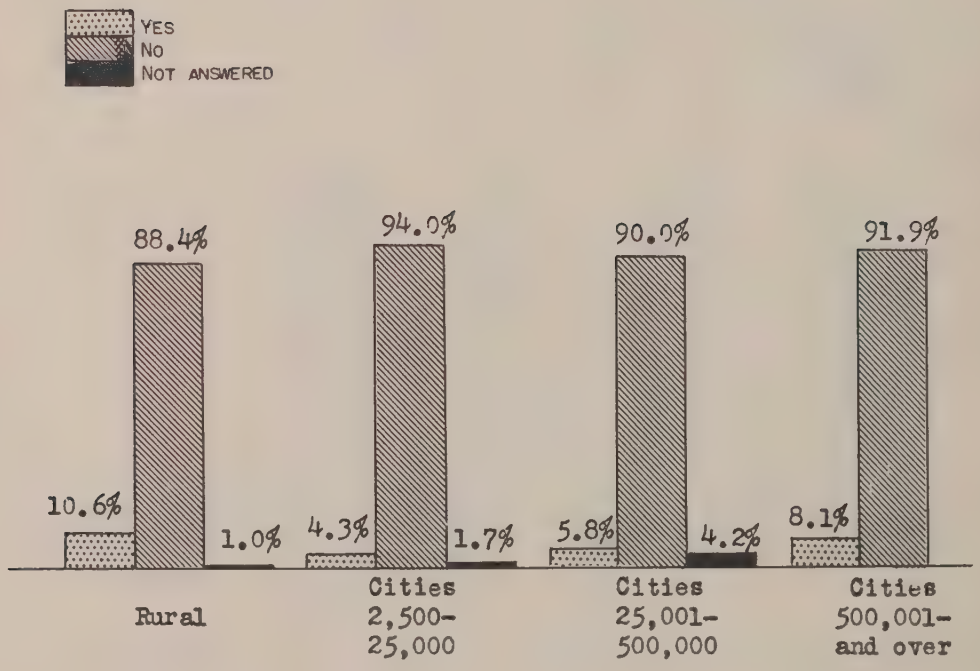


## Fish Stick Consumption: Rural and By City Size - Continued

Cooked fish sticks do not completely displace other fishery products to any great degree. Around 70 percent of the respondents claim that cooked fish sticks do not displace other fishery products even in some degree. Homemakers in the largest cities were a little less emphatic on the point and conceded that to some extent substitution occurred for other fishery products, mainly fresh fish.

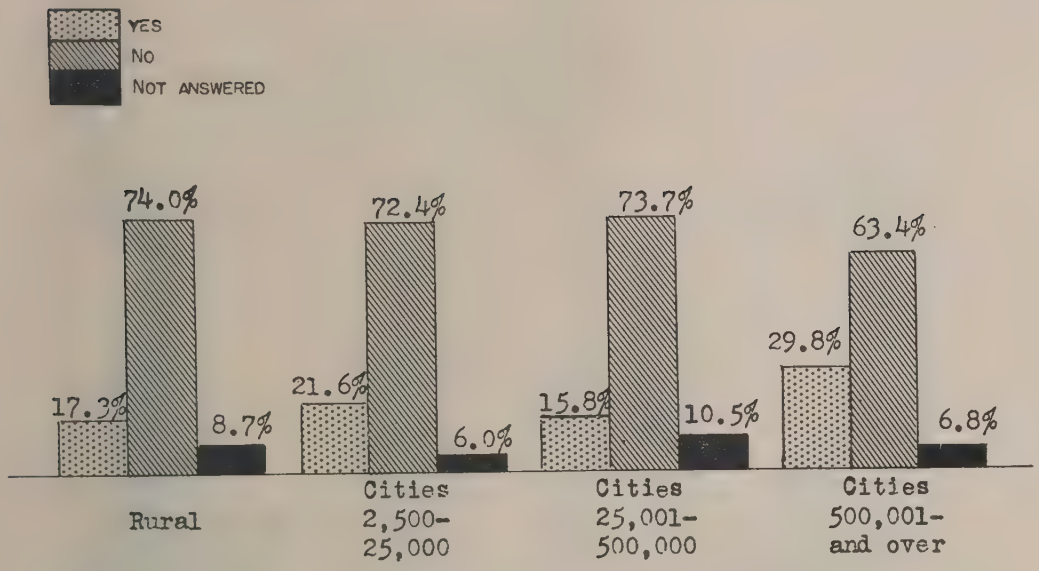
ANSWERS TO QUESTION "HAS THE USE OF FROZEN BREADED PRE-COOKED FISH STICKS COMPLETELY REPLACED THE SERVING OF OTHER FISHERY PRODUCTS?"

(By percent, rural and by city size)



ANSWERS TO QUESTION "HAS THE USE OF FROZEN BREADED PRE-COOKED FISH STICKS CAUSED YOU TO SERVE OTHER FISHERY PRODUCTS TO A LESSER EXTENT?"

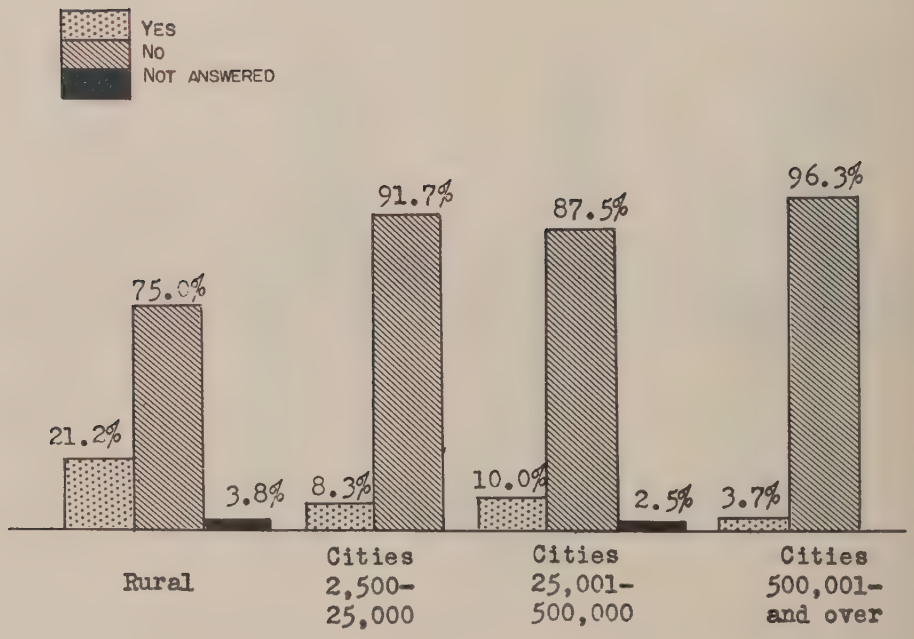
(By percent, rural and by city size)



On the whole, respondents held that uncooked fish sticks do not completely replace other fishery products, especially in the cities. About 20 percent to 25 percent of the consumers in rural areas and in the smallest towns, however, consider that there is substitution in some degree.

ANSWERS TO QUESTION "HAS THE USE OF FROZEN BREADED UNCOOKED FISH STICKS COMPLETELY REPLACED THE SERVING OF OTHER FISHERY PRODUCTS?"

(By percent, rural and by city size)



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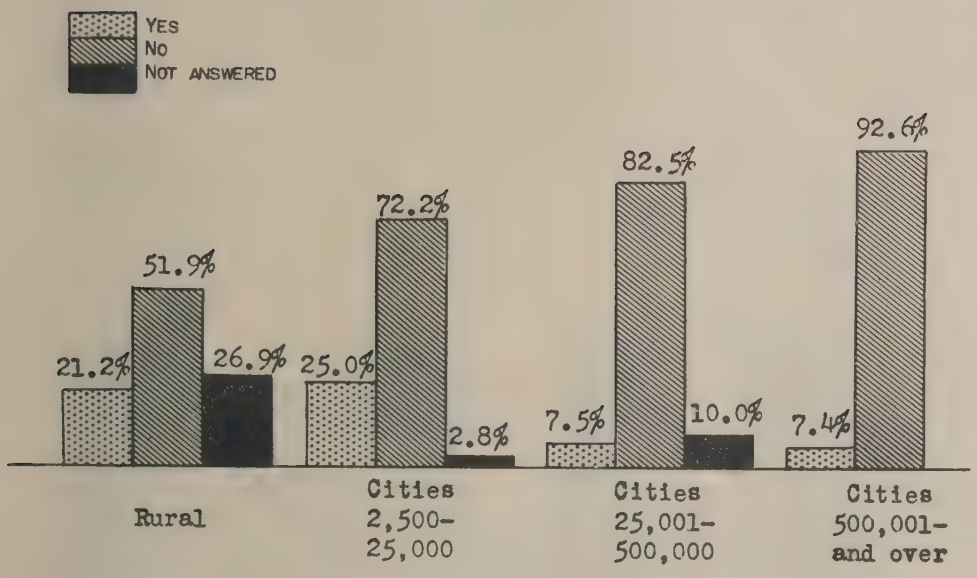


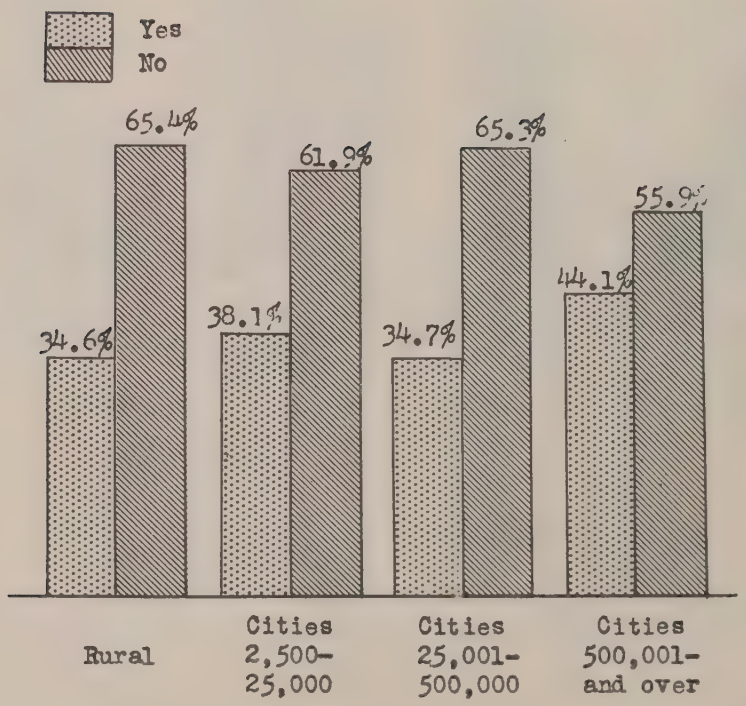
About 75 percent of the housewives using fish sticks purchased and served cooked fish sticks at least once per month and about 50 percent at least twice a month. The percentages of those who purchased uncooked fish sticks are somewhat lower. Only minor differences in the frequency of the purchasing pattern occurs between rural and urban areas.

Fish sticks are used as a main meal in all areas. There is a minor and occasional use for fish sticks as hors d'oeuvres.

Most urban and rural consumers are indifferent about the kind of fish used in making fish sticks. Most housewives buy fish sticks as a distinct product rather than a variety of fish. Among the minority of homemakers who expressed any preference for a particular variety of fish, 25 percent mentioned haddock and 20 percent mentioned cod (the variety principally used in fish sticks).

ANSWERS TO QUESTION "IN BUYING FISH STICKS DO YOU HAVE A PREFERENCE FOR THE KIND (SPECIES) OF FISH FROM WHICH THE FISH STICKS ARE MADE?"

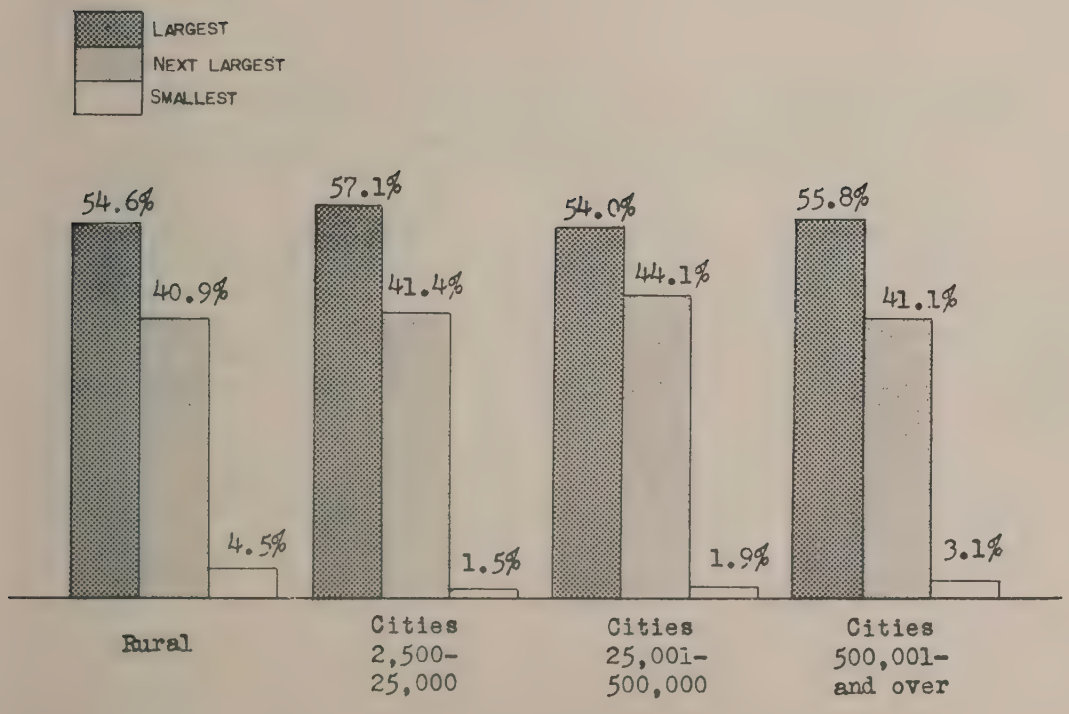
(By percent, rural and by city size)



Both rural and urban homemakers are well satisfied with package labeling with respect to adequacy of the contents, description, the manner in which to prepare the contents, and suggested recipes. Both rural and urban housewives overwhelmingly prefer medium breaded fish sticks when offered a selection of thin, medium, and heavy breading. Similarly, both classes of consumers prefer moderate seasoning when offered a selection of lightly seasoned, moderate, and heavily seasoned. Both rural and urban housewives prefer the 8 sticks to the 10-ounce package, with the 10 sticks to the 10-ounce package a close second choice. While fish sticks are generally available in 8, 10, 16 and 24-ounce package sizes, there appears to be an important demand for a 12-ounce package.

SIZES OF FISH STICKS PREFERRED

(By percent, rural and by city size)



## Family Home Consumption of Fish and Shellfish: Rural and By City Size

The frequency of serving fish or shellfish in the home increases in relation to greater density of population of the area. The number of homes serving fish or shellfish at least once a month increases from 69 percent in rural areas to 76 percent in small towns, to 80 percent in towns from 25,001 to 500,000 population, and to 87 percent in the largest cities.

About 24 percent of the rural families do not serve fish or shellfish at home and about 20 percent of the families in small towns do not. The percentage declines in the larger cities.

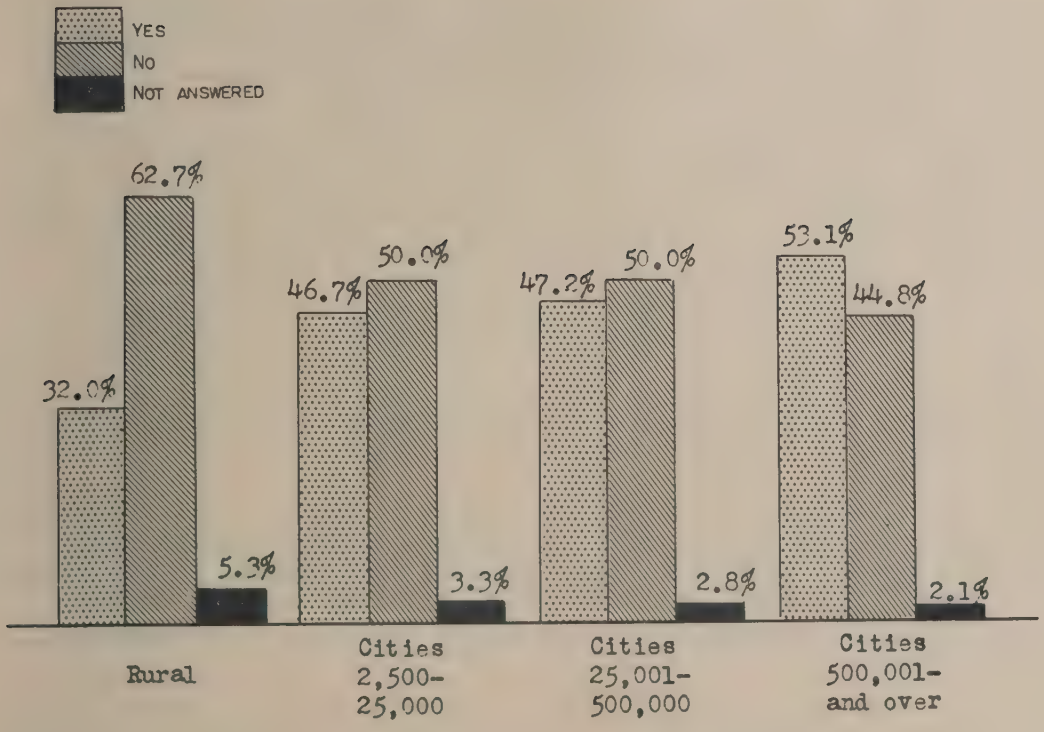
Roughly half of all American families will serve fish or shellfish any time of the year. The importance of seasons when more fish or shellfish is served is related in some instances to the size of the cities or density of population. In rural areas only about 11 percent of the population serve more fish during Lent. This percentage increases to 21 percent in smaller towns to 29 percent in the 25,001 - 500,000 group to 46 percent in the largest cities. Winter and spring are the principal seasons when more fish and shellfish are served in rural areas. In urban areas Lent and the summer months are the principal seasons.

## Family Consumption of Fish and Shellfish in Restaurants: Rural and By City Size

About two out of three rural families do not eat fish or shellfish in restaurants. On the other hand, it is fairly common among urban families to do so. During the survey month, about two out of three urban families visited restaurants at least once and over 65 percent of these families ordered fish or shellfish for the group at least once. The percentage ordering these foods in restaurants tends to increase in larger cities.

ANSWERS TO QUESTION "DO YOU AND YOUR FAMILY AS A GROUP EVER EAT FISH OR SHELLFISH IN A RESTAURANT?"

(By percent, rural and by city size)



## Survey Methods and Characteristics

A copy of the questionnaire which was used in the survey appears in the appendix. The persons who received and filled out the questionnaire were predominantly housewives. All of the persons selected were members of two panels maintained by National Family Opinion, Inc., Toledo, Ohio. Each of the panels contained 1,000 members. A total of 2,000 questionnaires were mailed out and 1,797 were returned usable. The households on the panels were selected to be representative of all the households in the United States. Certain controls were exercised in the selection of panels so that each is composed of the same proportion of different classes of households as exist in the makeup of all households in the United States. In addition, controls are exercised over distribution of the households among various sized communities, among various income groups of households, and among homemakers of various ages. The panels are stratified, therefore, to this degree. The sample for this survey, as taken from the two panels, represents by judgment a close approximation of the households of the nation. It is not a probability sample, however, and definite error limits cannot be ascribed to any of the results.

Tabulations of the replies to the questionnaires on a farm and nonfarm; rural and city size basis are given in the following pages. The summaries of the replies for each question analyzed are given in percentages. Because of their nature, some of the questions were asked only part of the total number of respondents and the summaries are made accordingly. The number of respondents asked a particular question is given at the end of the summary. Some of the summaries are necessarily based on the number of answers given to the question, since in a mail survey sufficient control could not be exercised in the field work so that respondents who replied to the particular question could be adequately identified. Because of this and some other reasons, summaries to such questions had to be made on the basis of the total number of answers given in the survey. In these cases, the number of answers to a particular question is also given at the end of the summary. Such summaries are also given in percentages. When the answers to any of the questions are desired on a unit basis rather than percentages, apply the percentages to the figure given beside "number asked" or "number of answers" at the end of a particular summary.

Some tabulations of the replies and, in particular, some tabulations of the smaller sub-classifications of the data are wholly inadequate for statistical purposes. These tabulations have not been included in this report. In a few cases tabulations have been included, although inadequate in some detail, in order to give some perspective to the nature of the response to the questionnaire.

# SUMMARIES OF REPLIES TO QUESTIONS

# BY

# FARM AND NONFARM GROUPS

SUMMARIES OF REPLIES TO QUESTIONS

## Breaded Shrimp Consumption

1. During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 8.7 | 19.1 | 17.7 |
| No | 90.5 | 80.0 | 81.4 |
| Not answered, etc | .8 | .9 | .9 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 242 | 1,555 | 1,797 |

If "NO", why haven't you tried them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| No particular reason | 50.6 | 39.9 | 41.5 |
| General aversion | 19.1 | 23.9 | 23.2 |
| Taste - does not like seafood or shrimp | 7.3 | 7.2 | 7.2 |
| Other preference - prefer fresh or canned fish | 3.7 | 10.2 | 9.2 |
| Never tried or not familiar with frozen breaded shrimp | 7.8 | 6.1 | 6.4 |
| Lack of cooking instructions | - | .2 | .1 |
| Not available | 5.5 | 4.8 | 4.9 |
| Health reasons - allergy, doctor's diet forbids, etc | .9 | 1.7 | 1.6 |
| Too expensive | 4.6 | 5.1 | 5.1 |
| Religion | - | .7 | .6 |
| Other reasons | .5 | .2 | .2 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 219 | 1,244 | 1,463 |

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

2.

If you have served breaded pre-cooked shrimp, did you like them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 90.5 | 87.2 | 87.4 |
| No. | 9.5 | 12.8 | 12.6 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked. | 21 | 297 | 318 |

If "YES", how many times during October did you serve them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Once | 5.3 | 29.0 | 27.3 |
| Twice. | 26.3 | 22.0 | 22.3 |
| Three times. | 15.8 | 6.6 | 7.2 |
| Four times | 15.7 | 4.2 | 5.0 |
| Five times | 5.3 | 1.2 | 1.5 |
| Six times. | - | 1.2 | 1.1 |
| Seven times. | - | .4 | .4 |
| Nine times or more | 5.3 | .4 | .7 |
| No number given and none | 26.3 | 35.0 | 34.5 |
| Totals. | 100.0 | 100.0 | 100.0 |
| Number asked | 19 | 259 | 278 |

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

## Breaded Shrimp Consumption

3. Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery products?

| | Farm | Nonfarm | Tota |
|---|---|---|---|
| | % | % | % |
| Yes | 21.0 | 8.1 | 9. |
| No | 63.2 | 91.9 | 89. |
| Not answered, etc. | 15.8 | - | 1. |
| Totals | 100.0 | 100.0 | 100. |
| Number asked | 19 | 259 | 27 |

If "YES", what type of fishery product(s) have the frozen breaded pre-cooked shrim completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

4. Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery products to a less extent?

| | Farm | Nonfarm | Tot |
|---|---|---|---|
| | % | % | |
| Yes | 15.8 | 17.0 | 16 |
| No | 47.4 | 76.8 | 74 |
| Not answered, etc. | 36.8 | 6.2 | 8 |
| Totals | 100.0 | 100.0 | 100 |
| Number asked | 19 | 259 | 2 |

If "YES", what type fishery product(s) have the frozen, breaded pre-cooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

5. Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Light golden | 79.0 | 81.4 | 81.3 |
| Darker brown | 10.5 | 15.1 | 14.7 |
| No preference | - | .4 | .4 |
| Not answered, etc. | 10.5 | 3.1 | 3.6 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 19 | 259 | 278 |

6. During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 13.6 | 22.6 | 21.4 |
| No | 82.2 | 73.2 | 74.4 |
| Not answered, etc | 4.2 | 4.2 | 4.2 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 242 | 1,555 | 1,797 |

If "NO", why haven't you tried them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| No particular reason | 60.8 | 50.4 | 52.0 |
| General aversion | 15.1 | 19.2 | 18.6 |
| Taste - does not like seafood or shrimp | 6.5 | 6.7 | 6.7 |
| Other preference - prefer fresh or canned fish | 3.5 | 10.0 | 9.1 |
| Never tried or not familiar with frozen breaded shrimp | 5.5 | 4.3 | 4.5 |
| Lack of cooking instructions | - | .2 | .1 |
| Not available | 4.0 | 2.6 | 2.8 |
| Health reasons - allergy, doctor's diet forbids, etc. | 1.0 | 1.8 | 1.6 |
| Too expensive | 3.0 | 3.8 | 3.7 |
| Religion | - | .7 | .6 |
| Other | .6 | .3 | .3 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 199 | 1,138 | 1,337 |

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

7.

If you have served frozen breaded uncooked shrimp did you like them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 87.9 | 91.7 | 91.4 |
| No. | 12.1 | 8.3 | 8.6 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked. | 33 | 351 | 384 |

If "YES", how many times during October did you serve them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Once | 10.4 | 24.5 | 23.4 |
| Twice. | 17.3 | 17.7 | 17.7 |
| Three times. | 10.4 | 5.0 | 5.4 |
| Four times | 13.8 | 7.1 | 7.7 |
| Five times | 3.4 | 2.2 | 2.3 |
| Six times. | 3.4 | 1.3 | 1.4 |
| Seven times. | 3.4 | - | .3 |
| Eight times. | 3.4 | - | .3 |
| No number given and none | 34.5 | 42.2 | 41.5 |
| Totals. | 100.0 | 100.0 | 100.0 |
| Number asked | 29 | 322 | 351 |

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

8. Breaded Shrimp Consumption

Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 17.2 | 6.5 | 7.4 |
| No | 69.0 | 91.3 | 89.5 |
| Not answered, etc. | 13.8 | 2.2 | 3.1 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 29 | 322 | 351 |

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

9.

Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 17.2 | 16.5 | 16.5 |
| No | 58.6 | 77.6 | 76.1 |
| Not answered, etc. | 24.2 | 5.9 | 7.4 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 29 | 322 | 351 |

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

SUMMARIES OF REPLIES TO QUESTIONS

## Breaded Shrimp Consumption

10.

If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Prefer pre-cooked. . . . . | 50.0 | 30.3 | 31.8 |
| Quicker served . . . . . | 40.0 | 26.7 | 27.6 |
| Browner. . . . . | - | .7 | .7 |
| Other reasons. . . . . | - | .7 | .7 |
| No particular reason . . . . . | 10.0 | 2.2 | 2.8 |
| Prefer uncooked. . . . . | 10.0 | 41.6 | 39.3 |
| More crisp . . . . . | - | 5.9 | 5.5 |
| Better taste . . . . . | 10.0 | 26.7 | 25.5 |
| Other reasons. . . . . | - | 3.1 | 2.8 |
| No particular reason . . . . . | - | 5.9 | 5.5 |
| No particular preference . . . . . | 40.0 | 28.1 | 28.9 |
| Totals . . . . . | 100.0 | 100.0 | 100.0 |
| Number of answers. . . . . | 10 | 135 | 145 |

SUMMARIES OF REPLIES TO QUESTIONS

## Breaded Shrimp Consumption

11.

If you have served either frozen breaded pre-cooked shrimp or frozen breaded uncooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 76.3 | 93.8 | 92.5 |
| No | 23.7 | 6.2 | 7.5 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 38 | 471 | 509 |

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

12.

How much breading do you like on breaded shrimp?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Heavy breading | 8.3 | 9.9 | 9.9 |
| Medium breading | 80.6 | 72.0 | 72.6 |
| Thin breading | 11.1 | 18.1 | 17.5 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 36 | 483 | 519 |

SUMMARIES OF REPLIES TO QUESTIONS

## Breaded Shrimp Consumption

13. Sizes of breaded shrimp preferred. (See Question 13 of Questionnaire in Appendi for sizes.)

### FIRST CHOICE

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Largest | 33.3 | 48.4 | 47.3 |
| Next largest | 33.3 | 36.4 | 36.2 |
| Third largest | 16.7 | 12.4 | 12.7 |
| Smallest | 16.7 | 2.8 | 3.8 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 36 | 459 | 495 |

### SECOND CHOICE

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Largest | 13.9 | 8.2 | 8.6 |
| Next largest | 41.7 | 56.6 | 55.5 |
| Third largest | 33.3 | 31.4 | 31.6 |
| Smallest | 11.1 | 3.8 | 4.3 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 36 | 452 | 488 |

SUMMARIES OF REPLIES TO QUESTIONS

## Breaded Shrimp Consumption

14.

What size package of breaded shrimp do you prefer?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| 8 oz | 30.0 | 12.8 | 14.2 |
| 10 oz | 20.0 | 35.5 | 34.3 |
| 12 oz | 42.5 | 45.7 | 45.5 |
| 16 oz | 5.0 | 3.6 | 3.7 |
| 24 oz | - | .2 | .1 |
| No particular preference | - | 1.1 | 1.0 |
| Don't know | 2.5 | 1.1 | 1.2 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 40 | 468 | 508 |

15.

What type of breaded shrimp do you prefer to buy?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Fantail (with shell left on) | 28.2 | 44.0 | 42.8 |
| Completely peeled | 66.7 | 51.6 | 52.7 |
| Other (not specified) | - | .4 | .4 |
| No particular preference | 5.1 | 4.0 | 4.1 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 39 | 477 | 516 |

## Breaded Shrimp Consumption

16. Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Bulk | 4.8 | 7.1 | 6.9 |
| Layers | 66.7 | 73.4 | 72.8 |
| No particular preference | 28.5 | 19.5 | 20.3 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 42 | 481 | 523 |

17. For what purposes have you served breaded shrimp during the past year?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Main meal | 64.3 | 69.5 | 69.1 |
| Snacks | 11.9 | 6.6 | 7.0 |
| Hors d'oeuvres | - | .4 | .4 |
| Main meal and snacks | 21.4 | 18.1 | 18.4 |
| Main meal and hors d'oeuvres | - | 1.9 | 1.7 |
| Snacks and hors d'oeuvres | - | 1.6 | 1.5 |
| Main meal, snacks and hors d'oeuvres | - | 1.6 | 1.5 |
| Other (not specified) | 2.4 | .3 | .4 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 42 | 486 | 528 |

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

18.

During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 12.8 | 40.3 | 36.6 |
| No | 81.8 | 57.2 | 60.5 |
| Not answered, etc. | 5.4 | 2.5 | 2.9 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 242 | 1,555 | 1,797 |

If "NO", why haven't you tried them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| No particular reason | 65.1 | 61.6 | 62.3 |
| General aversion | 6.6 | 9.4 | 8.9 |
| Taste - does not like fish | 2.0 | 3.9 | 3.6 |
| Other preference - prefers fresh or canned fish or fresh shellfish | 7.1 | 10.7 | 10.0 |
| Never tried or not familiar with fish sticks | 9.1 | 6.6 | 7.1 |
| Lack of cooking instructions | - | .1 | .1 |
| Not available | 8.6 | 4.2 | 4.9 |
| Health reasons - allergy, doctor's diet forbids, etc. | .5 | 1.3 | 1.1 |
| Too expensive | .5 | 1.9 | 1.6 |
| Religion | - | .2 | .2 |
| Other reasons | .5 | .1 | .2 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 198 | 889 | 1,087 |

## Fish Stick Consumption

19.

If you have served frozen breaded pre-cooked fish sticks, did you like them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 80.6 | 87.2 | 86.9 |
| No | 19.4 | 12.8 | 13.1 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 31 | 626 | 657 |

If "YES", how many times during October did you serve them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Once | 20.0 | 26.0 | 25.7 |
| Twice | 32.0 | 26.7 | 27.0 |
| Three times | 4.0 | 10.4 | 10.2 |
| Four times | 16.0 | 8.1 | 8.4 |
| Five times | 4.0 | 1.4 | 1.4 |
| Six times | - | .8 | .7 |
| Seven times | 4.0 | .5 | .7 |
| Eight times | - | .5 | .5 |
| Nine times or more | 4.0 | .5 | .7 |
| No number given and none | 16.0 | 25.1 | 24.7 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 25 | 546 | 571 |

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 12.0 | 6.8 | 7.0 |
| No | 84.0 | 91.4 | 91.1 |
| Not answered, etc. | 4.0 | 1.8 | 1.9 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 25 | 546 | 571 |

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

21.

Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 8.0 | 21.8 | 21.2 |
| No | 80.0 | 70.1 | 70.6 |
| Not answered, etc. | 12.0 | 8.1 | 8.2 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 25 | 546 | 571 |

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

## Fish Stick Consumption

22.

During the past year have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 11.6 | 9.5 | 9.8 |
| No | 81.0 | 84.4 | 84.0 |
| Not answered, etc. | 7.4 | 6.1 | 6.2 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 242 | 1,555 | 1,797 |

If "NO", why haven't you tried them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| No particular reason | 75.0 | 63.0 | 64.6 |
| General aversion | 5.1 | 7.5 | 7.2 |
| Taste - does not like fish | 1.0 | 2.4 | 2.3 |
| Other preference - prefers fresh or canned fish or fresh shellfish | 4.6 | 13.2 | 12.1 |
| Never tried or not familiar with fish sticks | 6.6 | 5.9 | 6.0 |
| Lack of cooking instructions | - | .2 | .2 |
| Not available | 5.1 | 5.5 | 5.4 |
| Health reasons - allergy, doctor's diet forbids, etc | 1.0 | .8 | .8 |
| Too expensive | 1.0 | .8 | .8 |
| Religion | - | .2 | .1 |
| Other reasons | .6 | .5 | .5 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 196 | 1,313 | 1,509 |

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

23.

If you have served frozen breaded uncooked fish sticks, did you like them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 96.4 | 87.1 | 88.6 |
| No | 3.6 | 12.9 | 11.4 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 28 | 147 | 175 |

If "YES", how many times during October did you serve them?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Once | 22.2 | 33.6 | 31.6 |
| Twice | 14.8 | 19.5 | 18.7 |
| Three times | 3.7 | 10.9 | 9.7 |
| Four times | 22.2 | 2.4 | 5.8 |
| Five times | 7.5 | .8 | 1.9 |
| Six times | - | .8 | .7 |
| Eight times | 3.7 | - | .7 |
| No number given and none | 25.9 | 32.0 | 30.9 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 27 | 128 | 155 |

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

## Fish Stick Consumption

24.

Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products?

| | Farm % | Nonfarm % | Total % |
|---|---|---|---|
| Yes | 14.8 | 11.7 | 12.3 |
| No | 77.8 | 87.5 | 85.8 |
| Not answered, etc. | 7.4 | .8 | 1.9 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 27 | 128 | 155 |

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

25.

Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent?

| | Farm % | Nonfarm % | Total % |
|---|---|---|---|
| Yes | 14.8 | 16.4 | 16.1 |
| No | 59.3 | 74.2 | 71.6 |
| Not answered, etc. | 25.9 | 9.4 | 12.3 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 27 | 128 | 155 |

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

26.

If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Prefer pre-cooked. . . . . | 38.5 | 39.7 | 39.6 |
| Quicker served. . . . . | 38.5 | 38.2 | 38.3 |
| No particular reason. . . . . | - | 1.5 | 1.3 |
| Prefer uncooked. . . . . | 15.4 | 26.5 | 24.6 |
| Better taste. . . . . | 7.7 | 16.2 | 14.8 |
| More crisp. . . . . | 7.7 | 4.4 | 4.9 |
| Other reasons . . . . . | - | 5.9 | 4.9 |
| No particular preference . . . . . | 46.1 | 33.8 | 35.8 |
| Totals. . . . . | 100.0 | 100.0 | 100.0 |
| Number of answers. . . . . | 13 | 68 | 81 |

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

27.

If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 85.7 | 94.7 | 94.1 |
| No | 14.3 | 5.3 | 5.9 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 42 | 624 | 666 |

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

28.

How much breading do you like on breaded fish sticks?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Heavy breading | 7.3 | 10.7 | 10.6 |
| Medium breading | 78.0 | 78.0 | 78.0 |
| Thin breading | 14.7 | 11.3 | 11.4 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 41 | 642 | 683 |

## SUMMARIES OF REPLIES TO QUESTIONS

### Fish Stick Consumption

29.

Sizes of breaded fish sticks preferred. (See Question 29 of Questionnaire in Appendix for sizes.)

FIRST CHOICE

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Largest | 51.3 | 55.5 | 55.2 |
| Next largest | 38.5 | 42.4 | 42.1 |
| Smallest | 10.2 | 2.1 | 2.7 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 39 | 602 | 641 |

SECOND CHOICE

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Largest | 21.1 | 31.8 | 31.1 |
| Next largest | 60.5 | 55.4 | 55.7 |
| Smallest | 18.4 | 12.8 | 13.2 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 38 | 576 | 614 |

## Fish Stick Consumption

30.

What size package of breaded fish sticks do you prefer?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| 8 oz. | 28.6 | 16.6 | 17.3 |
| 10 oz | 26.2 | 32.1 | 31.7 |
| 12 oz * | 40.4 | 45.6 | 45.3 |
| 16 oz | 4.8 | 3.5 | 3.6 |
| 24 oz | - | .2 | .2 |
| Others (size not given) | - | .6 | .6 |
| Don't know | - | 1.4 | 1.3 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 42 | 633 | 675 |

* Although a 12-ounce package is not known to be produced, nevertheless respondents expressed their preference as indicated.

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

31. Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Not seasoned | 16.3 | 12.0 | 12.3 |
| Moderately seasoned | 74.4 | 83.2 | 82.6 |
| Highly seasoned | 9.3 | 4.8 | 5.1 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 43 | 650 | 693 |

32. For what purposes have you served fish sticks during the past year?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Main meal | 81.4 | 82.3 | 82.2 |
| Snacks | 7.0 | 5.8 | 5.8 |
| Hors d'oeuvres | - | .3 | .3 |
| Main meal and snacks | 11.6 | 10.1 | 10.2 |
| Main meal and hors d'oeuvres | - | .6 | .6 |
| Snacks and hors d'oeuvres | - | .3 | .3 |
| Main meal, snacks and hors d'oeuvres | - | .6 | .6 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 43 | 651 | 694 |

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

33.

The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind (specie of fish from which the fish sticks are made?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 31.0 | 38.3 | 37.9 |
| No | 69.0 | 61.7 | 62.1 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 42 | 621 | 663 |

If "YES", which kind (species) or kinds do you prefer?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Haddock | 15.4 | 25.6 | 25.1 |
| Cod | - | 21.4 | 20.3 |
| Ocean perch | 23.1 | 15.1 | 15.5 |
| Flounder or sole | 7.7 | 7.6 | 7.6 |
| Halibut | 7.7 | 7.1 | 7.2 |
| Rockfish | - | .4 | .4 |
| Certain fresh-water fish | - | 1.7 | 1.6 |
| Other salt-water fish | 7.7 | .4 | .8 |
| "Other" fish | - | 1.4 | 1.2 |
| No particular species listed | 38.4 | 19.3 | 20.3 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 13 | 238 | 251 |

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

34.

Are there any kind (species) of fish from which fish sticks are made that you do not like?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 20.6 | 14.6 | 15.0 |
| No | 79.4 | 85.4 | 85.0 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number of answers | 34 | 520 | 554 |

If "YES", what kind (species) do you not like?

The number of responses to this question was statistically inadequate for a comparison of Farm and Nonfarm groups.

## Family Home Consumption

35.

How many times during October did your family eat fish or shellfish as a main course at home?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| None | 27.7 | 17.3 | 18.7 |
| Once | 6.6 | 7.1 | 7.0 |
| Twice | 14.0 | 15.0 | 14.9 |
| Three times | 8.7 | 10.9 | 10.6 |
| Four times | 13.2 | 22.8 | 21.5 |
| Five times | 7.9 | 8.7 | 8.6 |
| Six times | 4.1 | 6.6 | 6.3 |
| Seven times | 2.5 | 1.8 | 1.9 |
| Eight times | 2.9 | 3.7 | 3.6 |
| Nine times or more | 2.9 | 2.8 | 2.8 |
| Not answered, etc | 9.5 | 3.3 | 4.1 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 242 | 1,555 | 1,797 |

## Family Home Consumption

36.

Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

| | Farm % | Nonfarm % | Total % |
|---|---|---|---|
| Yes | 36.8 | 42.4 | 41.7 |
| No | 52.9 | 53.1 | 53.1 |
| Not answered, etc | 10.3 | 4.5 | 5.2 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 242 | 1,555 | 1,797 |

If "YES", what is the season?

| | Farm % | Nonfarm % | Total % |
|---|---|---|---|
| Lent | 8.0 | 28.5 | 26.1 |
| Summer | 19.1 | 26.3 | 25.5 |
| Winter | 24.7 | 17.0 | 17.9 |
| Spring | 25.8 | 11.4 | 13.1 |
| Fall | 5.6 | 3.5 | 3.7 |
| "R" months | 5.6 | 1.8 | 2.3 |
| Advent | - | .5 | .4 |
| Fall and winter | 5.6 | 5.5 | 5.5 |
| No season given | 5.6 | 5.5 | 5.5 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 89 | 660 | 749 |

## Group Restaurant Consumption

37.

Do you and your family as a group ever eat fish or shellfish in restaurants?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 23.6 | 46.4 | 43.4 |
| No | 69.8 | 50.4 | 53.0 |
| Not answered, etc. | 6.6 | 3.2 | 3.6 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 242 | 1,555 | 1,797 |

If "YES", why does your family as a group eat fish or shellfish in restaurants?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Like fish or shellfish | 36.8 | 36.7 | 36.7 |
| Restaurants prepare fish or shellfish better | 19.3 | 17.2 | 17.3 |
| More varied selections available | 17.5 | 16.1 | 16.2 |
| Don't like to cook fish at home | 3.5 | 6.8 | 6.6 |
| Price moderate | 1.8 | 2.8 | 2.7 |
| Eat out on Friday | 3.5 | 5.3 | 5.2 |
| Treat for family | 5.3 | 4.8 | 4.9 |
| Other reasons | - | .1 | a/ |
| No reason given | 12.3 | 10.2 | 10.4 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 57 | 722 | 779 |

a/ Less than .05 percent

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

38.

How many times during October did your family as a group eat in a restaurant?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| None | 40.2 | 34.9 | 35.3 |
| Once | 12.3 | 16.1 | 15.8 |
| Twice | 14.0 | 14.4 | 14.4 |
| Three times | 8.8 | 9.6 | 9.5 |
| Four times | 7.0 | 8.6 | 8.6 |
| Five times | 5.3 | 4.2 | 4.2 |
| Six times | 1.8 | 3.7 | 3.6 |
| Seven times | 1.8 | .6 | .6 |
| Eight times | 1.8 | 2.9 | 2.8 |
| Nine times or more | 7.0 | 4.6 | 4.7 |
| Not answered, etc. | - | .4 | .5 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 57 | 722 | 779 |

Of these, how many times were fish and shellfish eaten as a main course by the majo of the group?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| None | 14.7 | 18.3 | 18.1 |
| Once | 23.5 | 33.0 | 32.3 |
| Twice | 29.4 | 26.2 | 26.4 |
| Three times | 17.7 | 10.7 | 11.1 |
| Four times | 8.9 | 6.2 | 6.3 |
| Five times | - | 2.1 | 2.0 |
| Six times | 2.9 | 1.9 | 2.0 |
| Seven times | - | .2 | .2 |
| Eight times | - | .4 | .4 |
| Nine times or more | - | .6 | .6 |
| Not answered, etc. | 2.9 | .4 | .6 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 34 | 470 | 504 |

SUMMARIES OF REPLIES TO QUESTIONS

## Group Restaurant Consumption

39.

Is there any season during which your family as a group eats fish and shellfish meals more often in restaurants than at other times during the year?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 24.6 | 23.8 | 23.9 |
| No | 73.7 | 73.8 | 73.8 |
| Not answered, etc. | 1.7 | 2.4 | 2.3 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 57 | 722 | 779 |

If "YES", write season.

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Summer | 21.5 | 36.6 | 35.4 |
| Winter | 28.6 | 18.0 | 18.3 |
| Spring | 7.1 | 2.9 | 3.2 |
| Fall | 21.5 | 5.8 | 7.0 |
| Fall and winter | 7.1 | 5.2 | 5.4 |
| Lent | - | 20.9 | 19.4 |
| "R" months | 7.1 | 3.6 | 3.8 |
| No particular season | 7.1 | 7.0 | 7.0 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 14 | 172 | 186 |

SUMMARIES OF REPLIES TO QUESTIONS

Individual Consumption Away From Home

40.

During the month of October, were there steady workers in your family?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 57.0 | 82.1 | 78.7 |
| No. | 35.5 | 14.8 | 17.6 |
| Not answered, etc | 7.5 | 3.1 | 3.7 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked. | 242 | 1,555 | 1,797 |

The number of responses to the latter part of this question was inadequate for statistical purposes.

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

41.

Do you now have enough information on fish and shellfish cookery?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 38.0 | 52.8 | 50.8 |
| No. | 49.6 | 41.2 | 42.3 |
| Not answered, etc | 12.4 | 6.0 | 6.9 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked. | 242 | 1,555 | 1,797 |

## Recipes and Fish Cooking

42. How do you now get information on the preparation of fish and shellfish?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Cookbooks | 28.1 | 48.1 | 45.5 |
| Labels, wrappers, etc | 11.2 | 12.2 | 12.0 |
| Publications (magazines, newspapers, etc.) | 12.0 | 10.7 | 10.9 |
| Word of mouth | 6.2 | 5.8 | 5.8 |
| Family recipes | 3.3 | 5.4 | 5.1 |
| Radio and TV | 1.2 | 1.0 | 1.0 |
| Recipes and pamphlets received in stores | .4 | .6 | .6 |
| Other means | - | .1 | .1 |
| Not answered, etc | 37.6 | 16.1 | 19.0 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 242 | 1,555 | 1,797 |

43. Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 12.8 | 19.7 | 18.8 |
| No | 59.5 | 65.9 | 65.1 |
| Not answered, etc. | 27.7 | 14.4 | 16.1 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 242 | 1,555 | 1,797 |

If "YES", what are they?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Publications (magazines, newspapers, etc.) | 22.6 | 29.9 | 29.3 |
| Cookbooks | 32.2 | 28.3 | 28.7 |
| Labels, wrappers, etc. | 12.9 | 18.6 | 18.0 |
| Radio and TV | 12.9 | 8.8 | 9.2 |
| Recipes and pamphlets received in stores | 9.7 | 8.8 | 8.9 |
| Word of mouth | 9.7 | 4.2 | 4.7 |
| Family recipes | - | .7 | .6 |
| Other means | - | .7 | .6 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 31 | 307 | 338 |

## Recipes and Fish Cooking

44.

Do you, the homemaker, work outside of your home?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Yes | 15.7 | 27.7 | 26.1 |
| No | 81.8 | 71.6 | 73.0 |
| Not answered, etc. | 2.5 | .7 | .9 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 242 | 1,555 | 1,797 |

If "YES", do you work full time or part time?

| | Farm | Nonfarm | Total |
|---|---|---|---|
| | % | % | % |
| Full time | 31.6 | 49.7 | 48.2 |
| Part time | 68.4 | 50.1 | 51.6 |
| Not answered, etc | - | .2 | .2 |
| Totals | 100.0 | 100.0 | 100.0 |
| Number asked | 38 | 431 | 469 |

SUMMARIES OF REPLIES TO QUESTIONS

BY

RURAL AND CITY SIZE GROUPS

SUMMARIES OF REPLIES TO QUESTIONS

## Breaded Shrimp Consumption

1. During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 9.0 | 21.2 | 19.3 | 26.0 | 17. |
| No | 90.3 | 77.9 | 78.9 | 74.0 | 81. |
| Not answered, etc | .7 | .9 | 1.8 | - | . |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100. |
| Number asked | 587 | 330 | 507 | 373 | 1,79 |

If "NO", why haven't you tried them?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| No particular reason | 44.9 | 41.6 | 36.7 | 41.7 | 41. |
| General aversion | 21.5 | 24.1 | 27.5 | 19.2 | 23. |
| Taste - does not like seafood or shrimp | 6.8 | 8.2 | 7.5 | 6.9 | 7. |
| Other preference - prefer fresh or canned fish | 5.5 | 8.2 | 10.5 | 15.6 | 9. |
| Never tried or not familiar with frozen breaded shrimp | 7.0 | 7.4 | 6.7 | 3.6 | 6. |
| Lack of cooking instructions | .4 | - | - | - | . |
| Not available | 7.7 | 3.5 | 4.0 | 2.2 | 4. |
| Health reasons - allergy, doctor's diet forbids, etc. | 1.1 | 1.1 | 1.8 | 2.5 | 1. |
| Too expensive | 5.1 | 5.1 | 4.0 | 6.5 | 5. |
| Religion | - | .4 | .8 | 1.8 | . |
| Other reasons | - | .4 | .5 | - | . |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100. |
| Number asked | 530 | 257 | 400 | 276 | 1,46 |

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

2.

If you have served breaded pre-cooked shrimp, did you like them?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 88.7 | 85.7 | 89.8 | 85.6 | 87.4 |
| No | 11.3 | 14.3 | 10.2 | 14.4 | 12.6 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 53 | 70 | 98 | 97 | 318 |

If "YES", how many times during October did you serve them?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Once | 25.5 | 33.3 | 30.7 | 20.5 | 27.3 |
| Twice | 21.3 | 20.0 | 18.2 | 28.9 | 22.3 |
| Three times | 10.6 | 6.7 | 6.8 | 6.0 | 7.2 |
| Four times | 6.4 | 3.3 | 3.5 | 7.2 | 5.0 |
| Five times | 4.3 | 1.7 | - | 1.3 | 1.5 |
| Six times | - | 3.3 | 1.1 | - | 1.1 |
| Seven times | - | 1.7 | - | - | .4 |
| Nine times or more | 2.1 | - | 1.1 | - | .7 |
| No number given and none | 29.8 | 30.0 | 38.6 | 36.1 | 34.5 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 47 | 60 | 88 | 83 | 278 |

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

3. Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery products?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 14.9 | 3.3 | 8.0 | 10.8 | 9.0 |
| No | 83.0 | 96.7 | 90.9 | 88.0 | 89.9 |
| Not answered, etc | 2.1 | - | 1.1 | 1.2 | 1.1 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 47 | 60 | 88 | 83 | 278 |

If "YES", what type of fishery product(s) have the frozen breaded pre-cooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

4. Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery products to a less extent?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 14.9 | 10.0 | 14.8 | 25.3 | 16.9 |
| No | 66.0 | 90.0 | 77.3 | 66.3 | 74.8 |
| Not answered, etc | 19.1 | - | 7.9 | 8.4 | 8.3 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 47 | 60 | 88 | 83 | 278 |

If "YES", what type fishery product(s) have the frozen, breaded pre-cooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

## Breaded Shrimp Consumption

Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package?

| | Rural % | 2,500 - 25,000 % | 25,001- 250,000 % | 250,001 and over % | Total % |
|---|---|---|---|---|---|
| Light golden | 78.7 | 86.7 | 79.5 | 80.7 | 81.3 |
| Darker brown | 17.0 | 13.3 | 11.4 | 18.1 | 14.7 |
| No preference | - | - | 1.1 | - | .4 |
| Not answered, etc. | 4.3 | - | 8.0 | 1.2 | 3.6 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 47 | 60 | 88 | 83 | 278 |

During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

| | Rural % | 2,500- 25,000 % | 25,001- 500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 14.5 | 24.6 | 24.3 | 25.5 | 21.4 |
| No | 81.4 | 71.8 | 70.2 | 71.6 | 74.4 |
| Not answered, etc. | 4.1 | 3.6 | 5.5 | 2.9 | 4.2 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 587 | 330 | 507 | 373 | 1,797 |

If "NO", why haven't you tried them?

| | Rural % | 2,500- 25,000 % | 25,001- 500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| No particular reason | 53.1 | 59.1 | 47.9 | 50.2 | 52.0 |
| General aversion | 18.8 | 17.7 | 22.3 | 14.2 | 18.6 |
| Taste - does not like seafood or shrimp | 6.3 | 8.0 | 7.3 | 5.3 | 6.7 |
| Other preference - prefer fresh or canned fish | 6.3 | 4.6 | 11.0 | 15.4 | 9.1 |
| Never tried or not familiar with frozen breaded shrimp | 5.4 | 5.5 | 3.9 | 2.6 | 4.5 |
| Lack of cooking instructions | .4 | - | - | - | .1 |
| Not available | 4.4 | .4 | 2.8 | 2.2 | 2.8 |
| Health reasons - allergy, doctor's diet forbids, etc | 1.3 | 1.3 | 1.4 | 3.0 | 1.6 |
| Too expensive | 3.0 | 3.0 | 3.7 | 3.7 | 3.7 |
| Religion | - | .4 | .6 | 1.9 | .6 |
| Other reasons | - | - | - | 1.5 | .3 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 478 | 237 | 355 | 267 | 1,337 |

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

7.

If you have served frozen breaded uncooked shrimp did you like them?

| | Rural | 2,500-25,500 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 89.4 | 93.8 | 90.2 | 92.6 | 91.[illegible] |
| No | 10.6 | 6.2 | 9.8 | 7.4 | 8.[illegible] |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.[illegible] |
| Number asked | 85 | 81 | 123 | 95 | 38[illegible] |

If "YES", how many times during October did you serve them?

| | Rural | 2,500-25,500 | 25,001-500,001 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Once | 18.4 | 21.1 | 26.1 | 26.2 | 23.[illegible] |
| Twice | 15.8 | 15.8 | 18.0 | 20.5 | 17.[illegible] |
| Three times | 5.3 | 7.9 | 5.4 | 3.4 | 5.[illegible] |
| Four times | 14.5 | 10.5 | 6.3 | 1.1 | 7.[illegible] |
| Five times | 3.9 | 1.3 | 1.0 | 3.4 | 2.[illegible] |
| Six times | 1.3 | - | 2.7 | 1.1 | 1.[illegible] |
| Seven times | 1.3 | - | - | - | .[illegible] |
| Eight times | 1.3 | - | - | - | .[illegible] |
| No number given and none | 38.2 | 43.4 | 40.5 | 44.3 | 41.[illegible] |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.[illegible] |
| Number asked | 76 | 76 | 111 | 88 | 35[illegible] |

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

8.

Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 11.8 | 6.6 | 6.3 | 5.7 | 7.4 |
| No | 80.3 | 88.1 | 93.7 | 93.2 | 89.5 |
| Not answered, etc | 7.9 | 5.3 | - | 1.1 | 3.1 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 76 | 76 | 111 | 88 | 351 |

If "YES", what type fishery product(s)have the frozen breaded uncooked shrimp completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

9.

Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 15.8 | 14.5 | 19.8 | 14.8 | 16.5 |
| No | 69.7 | 77.6 | 77.5 | 78.4 | 76.1 |
| Not answered, etc | 14.5 | 7.9 | 2.7 | 6.8 | 7.4 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 76 | 76 | 111 | 88 | 351 |

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

## Breaded Shrimp Consumption

10.

If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer?

| | Rural | 2,500 - 25,000 | 25,001 - 500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Prefer pre-cooked | 28.6 | 25.8 | 31.8 | 36.7 | 31.8 |
| Quicker served | 19.0 | 22.6 | 29.5 | 32.6 | 27.6 |
| Browner | 4.8 | - | - | - | .7 |
| Other reasons | - | - | 2.3 | - | .7 |
| No particular reason | 4.8 | 3.2 | - | 4.1 | 2.8 |
| Prefer uncooked | 38.1 | 41.9 | 40.9 | 36.8 | 39.3 |
| More crisp | 4.8 | 3.2 | 2.3 | 10.2 | 5.5 |
| Better taste | 33.3 | 29.0 | 27.3 | 18.4 | 25.5 |
| Other reasons | - | 6.5 | 4.5 | - | 2.8 |
| No particular reason | - | 3.2 | 6.8 | 8.2 | 5.5 |
| No particular preference | 33.3 | 32.3 | 27.3 | 26.5 | 28.9 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 21 | 31 | 44 | 49 | 145 |

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

11.

If you have served either frozen breaded pre-cooked shrimp or frozen breaded uncooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

| | Rural % | 2,500-25,000 % | 25,000-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 86.8 | 88.8 | 98.1 | 93.3 | 92.5 |
| No. | 13.2 | 11.2 | 1.9 | 6.7 | 7.5 |
| Totals. | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 106 | 107 | 161 | 135 | 509 |

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

12.

How much breading do you like on breaded shrimp?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Heavy breading. | 10.5 | 11.4 | 7.3 | 11.0 | 9.9 |
| Medium breading | 69.5 | 72.8 | 78.0 | 68.4 | 72.6 |
| Thin breading | 20.0 | 15.8 | 14.7 | 20.6 | 17.5 |
| Totals. | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 105 | 114 | 164 | 136 | 519 |

## Breaded Shrimp Consumption

13.

Sizes of breaded shrimp preferred. (See Question 13 of Questionnaire in Appendix for sizes.)

### FIRST CHOICE

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Largest | 45.5 | 43.7 | 46.6 | 52.3 | 47. |
| Next largest | 31.7 | 42.7 | 38.4 | 31.8 | 36. |
| Third largest | 12.9 | 11.7 | 11.9 | 14.4 | 12. |
| Smallest | 9.9 | 1.9 | 3.1 | 1.5 | 3. |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100. |
| Number of answers | 101 | 103 | 159 | 132 | 49 |

### SECOND CHOICE

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Largest | 6.1 | 10.9 | 8.2 | 9.3 | 8. |
| Next largest | 53.5 | 51.5 | 51.6 | 65.1 | 55. |
| Third largest | 35.4 | 33.7 | 35.2 | 22.5 | 31. |
| Smallest | 5.0 | 3.9 | 5.0 | 3.1 | 4. |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100. |
| Number of answers | 99 | 101 | 159 | 129 | 48 |

## Breaded Shrimp Consumption

4.

What size package of breaded shrimp do you prefer?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| 8 oz. | 20.0 | 12.0 | 12.4 | 13.4 | 14.2 |
| 10 oz | 27.6 | 27.8 | 42.2 | 35.1 | 34.3 |
| 12 oz | 45.7 | 51.8 | 41.0 | 45.5 | 45.5 |
| 16 oz | 1.9 | 4.6 | 3.1 | 5.2 | 3.7 |
| 24 oz | 1.0 | - | - | - | .1 |
| No particular preference | 1.9 | 1.9 | - | .8 | 1.0 |
| Don't know | 1.9 | 1.9 | 1.3 | - | 1.2 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 105 | 108 | 161 | 134 | 508 |

5.

What type of breaded shrimp do you prefer to buy?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Fantail (with shell left on) | 44.3 | 32.4 | 46.0 | 46.3 | 42.8 |
| Completely peeled | 51.9 | 64.0 | 50.3 | 47.1 | 52.7 |
| Other (not specified) | - | .9 | - | .7 | .4 |
| No particular preference | 3.8 | 2.7 | 3.7 | 5.9 | 4.1 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 106 | 111 | 163 | 136 | 516 |

SUMMARIES OF REPLIES TO QUESTIONS

Breaded Shrimp Consumption

16.

Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Bulk | 7.3 | 4.5 | 9.1 | 5.9 | 6.9 |
| Layers | 71.8 | 75.0 | 73.9 | 70.6 | 72.8 |
| No particular preference | 20.9 | 20.5 | 17.0 | 23.5 | 20.3 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 110 | 112 | 165 | 136 | 523 |

17.

For what purposes have you served breaded shrimp during the past year?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Main meal | 67.0 | 69.3 | 71.7 | 67.6 | 69.1 |
| Snacks | 10.1 | 7.0 | 4.8 | 7.2 | 7.0 |
| Hors d'oeuvres | - | - | .6 | .7 | .4 |
| Main meal and snacks | 21.1 | 18.4 | 17.5 | 17.3 | 18.4 |
| Main meal and hors d'oeuvres | - | - | 3.6 | 2.2 | 1.7 |
| Snacks and hors d'oeuvres | - | 4.4 | 1.2 | .7 | 1.5 |
| Main meal, snacks and hors d'oeuvres | .9 | .9 | .6 | 3.6 | 1.5 |
| Other (not specified) | .9 | - | - | .7 | .4 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 109 | 114 | 166 | 139 | 528 |

## Fish Stick Consumption

18.

During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 20.8 | 39.1 | 44.2 | 48.8 | 36.6 |
| No. | 75.0 | 56.7 | 53.6 | 50.4 | 60.5 |
| Not answered, etc | 4.2 | 4.2 | 2.2 | .8 | 2.9 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 587 | 330 | 507 | 373 | 1,797 |

If "NO", why haven't you tried them?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| No particular reason. | 62.7 | 64.2 | 59.5 | 63.3 | 62.3 |
| General aversion. | 7.7 | 7.5 | 12.5 | 8.0 | 8.9 |
| Taste - does not like fish. | 2.1 | 3.2 | 5.9 | 4.2 | 3.6 |
| Other preference - prefers fresh or canned fish or fresh shellfish | 7.1 | 9.6 | 10.7 | 16.5 | 10.0 |
| Never tried or not familiar with fish sticks. | 8.4 | 9.6 | 6.2 | 2.7 | 7.1 |
| Lack of cooking instructions. | .2 | - | - | - | .1 |
| Not available | 9.5 | 1.6 | 2.2 | 1.6 | 4.9 |
| Health reasons - allergy, doctor's diet forbids, etc. | .7 | 2.1 | .4 | 2.1 | 1.1 |
| Too expensive | 1.6 | 1.6 | 1.8 | 1.1 | 1.6 |
| Religion. | - | - | .4 | .5 | .2 |
| Other reasons | - | .6 | .4 | - | .2 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 440 | 187 | 272 | 188 | 1,087 |

## Fish Stick Consumption

19. If you have served frozen breaded pre-cooked fish sticks, did you like them?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Tot % |
|---|---|---|---|---|---|
| Yes | 85.2 | 89.9 | 84.8 | 88.5 | 86 |
| No | 14.8 | 10.1 | 15.2 | 11.5 | 13 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100 |
| Number asked | 122 | 129 | 224 | 182 | 657 |

If "YES", how many times during October did you serve them?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Tot % |
|---|---|---|---|---|---|
| Once | 21.2 | 20.7 | 31.7 | 25.5 | 25 |
| Twice | 22.1 | 31.0 | 25.7 | 28.6 | 27 |
| Three times | 11.5 | 10.3 | 9.5 | 9.9 | 10 |
| Four times | 11.5 | 7.8 | 5.3 | 10.6 | 8 |
| Five times | 1.9 | 2.6 | 1.6 | - | 1 |
| Six times | 1.1 | .9 | .5 | .6 | |
| Seven times | 1.9 | - | .5 | .6 | |
| Eight times | - | - | .5 | 1.2 | |
| Nine times or more | 1.9 | - | .5 | .6 | |
| No number given and none | 26.9 | 26.7 | 24.2 | 22.4 | 24 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100 |
| Number asked | 104 | 116 | 190 | 161 | 571 |

If "NO", why didn't you like them?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Tot % |
|---|---|---|---|---|---|
| Tasteless | 38.9 | 38.4 | 35.3 | 28.6 | 34 |
| Fishy in taste | 11.1 | 15.4 | 14.7 | 19.0 | 15 |
| Limp | 11.1 | 7.7 | 17.7 | 14.3 | 14 |
| Prefer shrimp cocktail | 5.6 | - | 11.8 | 14.3 | |
| Too dry | - | 15.4 | 8.8 | 4.8 | |
| Too small | - | 7.7 | - | 9.5 | |
| Do not stay warm long enough | - | - | 2.9 | - | |
| Other reasons | - | - | 2.9 | - | |
| No reason given | 33.3 | 15.4 | 5.9 | 9.5 | 1 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100 |
| Number asked | 18 | 13 | 34 | 21 | 8 |

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

20.

Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 10.6 | 4.3 | 5.8 | 8.1 | 7.0 |
| No. | 88.4 | 94.0 | 90.0 | 91.9 | 91.1 |
| Not answered, etc | 1.0 | 1.7 | 4.2 | - | 1.9 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 104 | 116 | 190 | 161 | 571 |

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

21.

Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 17.3 | 21.6 | 15.8 | 29.8 | 21.2 |
| No. | 74.0 | 72.4 | 73.7 | 63.4 | 70.6 |
| Not answered, etc | 8.7 | 6.0 | 10.5 | 6.8 | 8.2 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 104 | 116 | 190 | 161 | 571 |

## Fish Stick Consumption

21. Cont'd. If "YES", what type fishery product(s) have the frozen breaded precooked fish sticks caused you to serve to a less extent?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Fresh fish | 16.6 | 16.0 | 20.0 | 37.5 | 25.7 |
| Frozen fish | 16.6 | 12.0 | 26.6 | 14.6 | 17.4 |
| Canned fish | 5.6 | 8.0 | 13.3 | 6.2 | 8.3 |
| Fresh shellfish | 5.6 | 4.0 | - | - | 1.7 |
| Frozen shellfish | 5.6 | 4.0 | - | - | 1.7 |
| Fresh fish and frozen fish | 11.0 | 24.0 | 6.7 | 6.2 | 10.7 |
| Fresh fish and canned fish | - | 12.0 | 16.7 | 12.5 | 11.6 |
| Fresh fish and fresh shellfish | - | - | - | 2.1 | .8 |
| Frozen fish and canned fish | - | 8.0 | 6.7 | 8.3 | 6.6 |
| Canned fish and canned shellfish | - | 4.0 | - | - | .8 |
| Fresh fish, frozen fish and canned fish | 16.6 | 4.0 | - | 4.2 | 5.0 |
| Fresh fish, frozen fish, fresh shellfish and frozen shellfish | 5.6 | - | - | - | .8 |
| Fresh fish, fresh shellfish and canned shellfish | - | - | - | 2.1 | .8 |
| Frozen fish, frozen shellfish and canned fish | - | - | - | 2.1 | .8 |
| Fresh fish, fresh shellfish, canned fish and canned shellfish | 5.6 | - | - | - | .8 |
| Fresh fish, fresh shellfish, frozen shellfish and canned shellfish | - | 4.0 | - | - | .8 |
| Fresh fish, frozen fish, frozen shellfish, canned fish and canned shellfish | - | - | - | 2.1 | .8 |
| Fresh fish, frozen fish, fresh shellfish, frozen shellfish and canned shellfish | - | - | 3.3 | - | .8 |
| Frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish | 5.6 | - | - | - | .8 |
| Fresh fish, frozen fish, canned fish, fresh shellfish, frozen shellfish and canned shellfish | - | - | - | 2.1 | .8 |
| No type given | 5.6 | - | 6.7 | - | 2.5 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 18 | 25 | 30 | 48 | 121 |

## Fish Stick Consumption

2.

During the past year, have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 9.6 | 11.5 | 8.9 | 9.7 | 9.8 |
| No | 83.1 | 81.2 | 85.6 | 85.8 | 84.0 |
| Not answered, etc | 7.3 | 7.3 | 5.5 | 4.5 | 6.2 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 587 | 330 | 507 | 373 | 1,797 |

If "NO", why haven't you tried them?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| No particular reason | 65.6 | 68.3 | 62.4 | 63.1 | 64.6 |
| General aversion | 7.4 | 6.0 | 9.0 | 5.3 | 7.2 |
| Taste - does not like fish | 1.0 | 1.1 | 4.2 | 2.5 | 2.3 |
| Other preference - prefers fresh or canned fish or fresh shellfish | 8.8 | 13.8 | 12.5 | 15.0 | 12.1 |
| Never tried or not familiar with fish sticks | 7.6 | 6.0 | 5.3 | 4.7 | 6.0 |
| Lack of cooking instructions | .4 | - | .2 | - | .2 |
| Not available | 6.8 | 2.6 | 5.3 | 5.9 | 5.4 |
| Health reasons - allergy, doctor's diet forbids, etc | .6 | 1.1 | .2 | 1.6 | .8 |
| Too expensive | 1.2 | .7 | .7 | .3 | .8 |
| Religion | - | - | .2 | .3 | .1 |
| Other reasons | .6 | .4 | - | 1.3 | .5 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 488 | 268 | 433 | 320 | 1,509 |

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

23.

If you have served frozen breaded uncooked fish sticks, did you like them?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Tota |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 92.9 | 94.7 | 88.9 | 75.0 | 88. |
| No. | 7.1 | 5.3 | 11.1 | 25.0 | 11. |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100. |
| Number asked. | 56 | 38 | 45 | 36 | 175 |

If "YES", how many times during October did you serve them?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Tota |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Once | 25.0 | 36.1 | 32.5 | 37.0 | 31. |
| Twice. | 19.2 | 8.3 | 25.0 | 22.2 | 18. |
| Three times. | 9.6 | 11.1 | 10.0 | 7.5 | 9. |
| Four times | 15.4 | 2.8 | - | - | 5. |
| Five times | 3.8 | - | 2.5 | - | 1. |
| Six times. | - | - | 2.5 | - | . |
| Eight times. | 2.0 | - | - | - | . |
| No number given and none | 25.0 | 41.7 | 27.5 | 33.3 | 30. |
| Totals. | 100.0 | 100.0 | 100.0 | 100.0 | 100. |
| Number asked | 52 | 36 | 40 | 27 | 155 |

If "NO", why didn't you like them?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

4.

Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 21.2 | 8.3 | 10.0 | 3.7 | 12.3 |
| No. | 75.0 | 91.7 | 87.5 | 96.3 | 85.8 |
| Not answered, etc | 3.8 | - | 2.5 | - | 1.9 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 52 | 36 | 40 | 27 | 155 |

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks completely replaced?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

5.

Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 21.2 | 25.0 | 7.5 | 7.4 | 16.1 |
| No. | 51.9 | 72.2 | 82.5 | 92.6 | 71.6 |
| Not answered, etc | 26.9 | 2.8 | 10.0 | - | 12.3 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 52 | 36 | 40 | 27 | 155 |

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

## Fish Stick Consumption

26.

If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Prefer pre-cooked | 42.1 | 29.4 | 34.7 | 50.0 | 39.6 |
| Quicker served | 42.1 | 29.4 | 30.4 | 50.0 | 38.3 |
| No particular reason | - | - | 4.3 | - | 1.3 |
| Prefer uncooked | 21.1 | 23.5 | 26.2 | 27.3 | 24.6 |
| Better taste | 15.8 | 17.6 | 13.1 | 13.6 | 14.8 |
| More crisp | 5.3 | 5.9 | - | 9.1 | 4.9 |
| Other reasons | - | - | 13.1 | 4.6 | 4.9 |
| No particular preference | 36.8 | 47.1 | 39.1 | 22.7 | 35.8 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 19 | 17 | 23 | 22 | 81 |

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

27.

If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 89.4 | 95.7 | 96.7 | 93.6 | 94.1 |
| No. | 10.6 | 4.3 | 3.3 | 6.4 | 5.9 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 141 | 140 | 213 | 172 | 666 |

If "NO", how could the above (next preceding) be improved?

The number of responses to this question was statistically inadequate for a comparison of Rural and City Size groups.

28.

How much breading do you like on breaded fish sticks?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Heavy breading | 9.7 | 12.0 | 10.5 | 10.2 | 10.6 |
| Medium breading. | 77.8 | 78.2 | 79.1 | 76.8 | 78.0 |
| Thin breading. | 12.5 | 9.8 | 10.4 | 13.0 | 11.4 |
| Totals. | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers. | 144 | 142 | 220 | 177 | 683 |

## Fish Stick Consumption

29.

Sizes of breaded fish sticks preferred. (See Question 29 of Questionnaire in Appendix for sizes.)

### FIRST CHOICE

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Largest | 54.6 | 57.1 | 54.0 | 55.8 | 55.2 |
| Next largest | 40.9 | 41.4 | 44.1 | 41.1 | 42.1 |
| Smallest | 4.5 | 1.5 | 1.9 | 3.1 | 2.7 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 132 | 133 | 213 | 163 | 641 |

### SECOND CHOICE

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Largest | 31.8 | 27.8 | 33.6 | 29.9 | 31.1 |
| Next largest | 58.1 | 59.5 | 53.2 | 53.9 | 55.7 |
| Smallest | 10.1 | 12.7 | 13.2 | 16.2 | 13.2 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 129 | 126 | 205 | 154 | 614 |

SUMMARIES OF REPLIES TO QUESTIONS

Fish Stick Consumption

30.

What size package of breaded fish sticks do you prefer?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| 8 oz. | 24.0 | 16.5 | 18.0 | 11.6 | 17.3 |
| 10 oz | 30.1 | 32.4 | 33.2 | 30.6 | 31.7 |
| 12 oz* | 39.7 | 46.8 | 46.1 | 47.9 | 45.3 |
| 16 oz | 4.1 | 3.6 | .9 | 6.4 | 3.6 |
| 24 oz | - | - | - | .6 | .2 |
| Others (size not given) | - | .7 | .9 | .6 | .6 |
| Don't know. | 2.1 | - | .9 | 2.3 | 1.3 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 146 | 139 | 217 | 173 | 675 |

* Although a 12-ounce package is not known to be produced, nevertheless respondents expressed their preference as indicated.

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

31.

Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Not seasoned | 13.0 | 11.3 | 11.5 | 13.4 | 12.3 |
| Moderately seasoned | 78.8 | 82.4 | 84.1 | 84.4 | 82.6 |
| Highly seasoned | 8.2 | 6.3 | 4.4 | 2.2 | 5.1 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 146 | 142 | 226 | 179 | 693 |

32.

For what purposes have you served fish sticks during the past year?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Main meal | 78.2 | 81.1 | 85.4 | 82.6 | 82.2 |
| Snacks | 7.5 | 9.8 | 4.4 | 2.8 | 5.8 |
| Hors d'oeuvres | - | - | .4 | .6 | .3 |
| Main meal and snacks | 14.3 | 8.4 | 8.0 | 11.2 | 10.2 |
| Main meal and hors d'oeuvres | - | - | .4 | 1.7 | .6 |
| Snacks and hors d'oeuvres | - | .7 | .4 | - | .3 |
| Main meal, snacks and hors d'oeuvres | - | - | 1.0 | 1.1 | .6 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 147 | 143 | 226 | 178 | 694 |

## Fish Stick Consumption

33. The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind (species) of fish from which the fish sticks are made?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 34.6 | 38.1 | 34.7 | 44.1 | 37.9 |
| No | 65.4 | 61.9 | 65.3 | 55.9 | 62.1 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 136 | 134 | 216 | 177 | 663 |

If "YES", what kind (species) or kinds do you prefer?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Haddock | 29.8 | 21.6 | 36.0 | 14.1 | 25.1 |
| Cod | 12.8 | 27.4 | 16.0 | 24.3 | 20.3 |
| Ocean perch | 19.2 | 13.7 | 14.7 | 15.4 | 15.5 |
| Flounder or sole | 2.1 | 3.9 | 6.7 | 14.1 | 7.6 |
| Halibut | 8.5 | 2.0 | 9.3 | 7.7 | 7.2 |
| Rockfish | - | 2.0 | - | - | .4 |
| Certain fresh-water fish | 2.1 | 2.0 | 1.3 | 1.3 | 1.6 |
| Other salt-water fish | 2.1 | - | - | 1.3 | .8 |
| "Other" fish | 2.1 | 2.0 | 1.3 | - | 1.2 |
| No particular species listed | 21.3 | 25.4 | 14.7 | 21.8 | 20.3 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 47 | 51 | 75 | 78 | 251 |

SUMMARIES OF REPLIES TO QUESTIONS

## Fish Stick Consumption

34.

Are there any kind (species) of fish from which fish sticks are made that you do not like?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 15.9 | 18.0 | 11.1 | 16.7 | 15.0 |
| No. | 84.1 | 82.0 | 88.9 | 83.3 | 85.0 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 113 | 111 | 180 | 150 | 554 |

If "YES", what kind (species) do you not like?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Cod | 27.8 | 50.0 | 50.0 | 44.0 | 43.4 |
| Haddock | 5.6 | 5.0 | - | 12.0 | 6.0 |
| Ocean perch | 11.1 | - | - | 4.0 | 3.6 |
| Rockfish. | 5.6 | - | 5.0 | 4.0 | 3.6 |
| Halibut | - | 5.0 | 5.0 | - | 2.4 |
| Mullet. | - | 5.0 | - | - | 1.3 |
| Certain fresh-water fish. | 5.6 | - | 5.0 | 4.0 | 3.6 |
| Other salt-water fish | 11.1 | - | 5.0 | - | 3.6 |
| No particular species listed. | 33.2 | 35.0 | 30.0 | 32.0 | 32.5 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number of answers | 18 | 20 | 20 | 25 | 83 |

SUMMARIES OF REPLIES TO QUESTIONS

Family Home Consumption

35.

How many times during October did your family eat fish or shellfish as a main course at home?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| None | 23.5 | 19.7 | 17.6 | 11.8 | 18.7 |
| Once | 8.0 | 7.3 | 6.5 | 5.9 | 7.0 |
| Twice | 12.9 | 17.3 | 15.6 | 15.0 | 14.9 |
| Three times | 9.7 | 10.0 | 11.8 | 10.7 | 10.6 |
| Four times | 17.9 | 20.0 | 22.5 | 27.1 | 21.5 |
| Five times | 7.3 | 7.0 | 8.5 | 12.3 | 8.6 |
| Six times | 6.5 | 6.7 | 5.3 | 7.0 | 6.3 |
| Seven times | 1.7 | 1.8 | 1.6 | 2.4 | 1.9 |
| Eight times | 2.4 | 3.0 | 5.1 | 3.8 | 3.6 |
| Nine times or more | 2.9 | 3.0 | 3.0 | 2.4 | 2.8 |
| Not answered, etc. | 7.2 | 4.2 | 2.5 | 1.6 | 4.1 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 587 | 330 | 507 | 373 | 1,797 |

36.

Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 38.5 | 40.9 | 41.3 | 48.0 | 41.7 |
| No | 52.8 | 54.2 | 54.9 | 50.1 | 53.1 |
| Not answered, etc | 8.7 | 4.9 | 3.8 | 1.9 | 5.2 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 587 | 330 | 507 | 373 | 1,797 |

If "YES", what is the season?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Lent | 11.1 | 20.7 | 29.2 | 45.8 | 26.1 |
| Summer | 17.7 | 34.1 | 24.4 | 30.2 | 25.5 |
| Winter | 23.9 | 17.8 | 18.7 | 9.5 | 17.9 |
| Spring | 24.8 | 10.4 | 8.6 | 5.6 | 13.1 |
| Fall | 4.4 | 4.4 | 4.8 | 1.1 | 3.7 |
| "R" months | 3.5 | .8 | 3.3 | .5 | 2.3 |
| Advent | .9 | - | .5 | - | .4 |
| Fall and winter | 7.1 | 8.1 | 4.3 | 2.8 | 5.5 |
| No season given | 6.6 | 3.7 | 6.2 | 4.5 | 5.5 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 226 | 135 | 209 | 179 | 749 |

## Group Restaurant Consumption

37.

Do you and your family as a group ever eat fish or shellfish in restaurants?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 32.0 | 46.7 | 47.2 | 53.1 | 43.4 |
| No | 62.7 | 50.0 | 50.0 | 44.8 | 53.0 |
| Not answered, etc | 5.3 | 3.3 | 2.8 | 2.1 | 3.6 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 587 | 330 | 507 | 373 | 1,797 |

If "YES", why does your family as a group eat fish or shellfish in restaurants?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Like fish or shellfish | 44.1 | 30.5 | 38.1 | 32.8 | 36.7 |
| Restaurants prepare fish or shellfish better | 18.6 | 13.0 | 18.0 | 18.7 | 17.3 |
| More varied selections available | 16.0 | 20.8 | 16.7 | 12.1 | 16.2 |
| Don't like to cook fish at home | 4.3 | 7.8 | 6.3 | 8.1 | 6.6 |
| Price moderate | 2.1 | 3.9 | 2.5 | 2.6 | 2.7 |
| Eat out on Friday | 2.1 | 3.2 | 3.8 | 11.1 | 5.2 |
| Treat for family | 5.9 | 5.2 | 4.6 | 4.0 | 4.9 |
| Other reasons | - | - | .4 | - | a/ |
| No reason given | 6.9 | 15.6 | 9.6 | 10.6 | 10.4 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 188 | 154 | 239 | 198 | 779 |

a/ Less than .05 percent

## Group Restaurant Consumption

38. How many times during October did your family as a group eat in a restaurant?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| None | 39.9 | 33.8 | 34.7 | 32.9 | 35.3 |
| Once | 14.9 | 13.7 | 16.3 | 17.7 | 15.8 |
| Twice | 14.9 | 9.1 | 18.8 | 12.6 | 14.4 |
| Three times | 9.1 | 13.0 | 10.1 | 6.6 | 9.5 |
| Four times | 4.8 | 11.0 | 5.9 | 13.7 | 8.6 |
| Five times | 3.7 | 5.2 | 4.2 | 4.0 | 4.2 |
| Six times | 3.7 | 3.9 | 3.3 | 3.5 | 3.6 |
| Seven times | .5 | .6 | .4 | 1.0 | .6 |
| Eight times | 2.1 | 3.9 | 2.1 | 3.5 | 2.8 |
| Nine times or more | 5.3 | 5.2 | 4.2 | 4.5 | 4.7 |
| Not answered, etc. | 1.1 | .6 | - | - | .5 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 188 | 154 | 239 | 198 | 779 |

Of these, how many times were fish and shellfish eaten as a main course by the majority of the group?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| None | 12.4 | 24.5 | 17.3 | 18.8 | 18.1 |
| Once | 37.2 | 25.5 | 32.7 | 33.1 | 32.3 |
| Twice | 25.6 | 23.5 | 32.1 | 22.5 | 26.4 |
| Three times | 12.4 | 10.8 | 9.6 | 12.0 | 11.1 |
| Four times | 7.1 | 6.9 | 3.9 | 8.3 | 6.3 |
| Five times | 1.8 | 2.9 | .6 | 3.0 | 2.0 |
| Six times | 2.6 | 4.9 | 1.3 | - | 2.0 |
| Seven times | - | - | .6 | - | .2 |
| Eight times | - | - | - | 1.5 | .4 |
| Nine times or more | - | 1.0 | .6 | .8 | .6 |
| Not answered, etc. | .9 | - | 1.3 | - | .6 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 113 | 102 | 156 | 133 | 504 |

SUMMARIES OF REPLIES TO QUESTIONS

Group Restaurant Consumption

39.

Is there any season during which your family as a group eats fish and shellfish meals more often in restaurants than at other times during the year?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 23.9 | 25.3 | 20.5 | 26.8 | 23.9 |
| No. | 73.4 | 71.5 | 76.6 | 72.7 | 73.8 |
| Not answered, etc | 2.7 | 3.2 | 2.9 | .5 | 2.3 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 188 | 154 | 239 | 198 | 779 |

If "YES", write season.

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Summer. | 28.9 | 25.6 | 42.8 | 41.4 | 35.4 |
| Winter. | 28.9 | 30.8 | 14.3 | 5.7 | 18.8 |
| Spring. | 4.4 | 2.6 | 4.1 | 1.9 | 3.2 |
| Fall. | 8.9 | 5.1 | 8.2 | 5.7 | 7.0 |
| Fall and winter | 6.7 | 2.6 | 4.1 | 7.5 | 5.4 |
| Lent. | 11.1 | 17.9 | 18.3 | 28.3 | 19.4 |
| "R" months. | 6.7 | 5.1 | - | 3.8 | 3.8 |
| No particular season. | 4.4 | 10.3 | 8.2 | 5.7 | 7.0 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 45 | 39 | 49 | 53 | 186 |

SUMMARIES OF REPLIES TO QUESTIONS

Individual Consumption Away From Home

40.

During the month of October, were there steady workers in your family?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 67.9 | 79.1 | 84.0 | 88.4 | 78.7 |
| No. | 26.6 | 17.0 | 12.8 | 10.5 | 17.6 |
| Not answered, etc | 5.5 | 3.9 | 3.2 | 1.1 | 3.7 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 587 | 330 | 507 | 373 | 1,797 |

The number of responses to the latter part of this question was inadequate for statistical purposes.

SUMMARIES OF REPLIES TO QUESTIONS

Recipes and Fish Cooking

41.

Do you now have enough information on fish and shellfish cookery?

| | Rural | 2,500-25,000 | 25,001-500,000 | 500,001 and over | Total |
|---|---|---|---|---|---|
| | % | % | % | % | % |
| Yes | 42.4 | 52.7 | 53.6 | 58.7 | 50.8 |
| No. | 47.5 | 41.5 | 40.3 | 37.5 | 42.3 |
| Not answered, etc | 10.1 | 5.8 | 6.1 | 3.8 | 6.9 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 587 | 330 | 507 | 373 | 1,797 |

42.

How do you now get information on the preparation of fish and shellfish?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Cookbooks | 37.5 | 50.0 | 48.3 | 50.4 | 45.5 |
| Labels, wrappers, etc | 11.4 | 13.0 | 13.4 | 10.2 | 12.0 |
| Publications (magazines, newspapers, etc.) | 10.7 | 11.5 | 9.7 | 12.1 | 10.9 |
| Word of mouth | 5.1 | 6.1 | 4.7 | 8.3 | 5.8 |
| Family recipes | 4.4 | 3.6 | 5.7 | 6.7 | 5.1 |
| Radio and TV | 1.2 | .7 | .8 | 1.3 | 1.0 |
| Recipes and pamphlets received in stores | .4 | .9 | .7 | .5 | .6 |
| Other means | - | - | - | .3 | .1 |
| Not answered, etc | 29.3 | 14.2 | 16.7 | 10.2 | 19.0 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 587 | 330 | 507 | 373 | 1,797 |

43.

Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 17.3 | 19.7 | 16.8 | 23.3 | 18.8 |
| No | 60.6 | 63.6 | 69.8 | 66.8 | 65.1 |
| Not answered, etc | 22.1 | 16.7 | 13.4 | 9.9 | 16.1 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 587 | 330 | 507 | 373 | 1,797 |

If "YES", what are they?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Publications (magazines, newspapers, etc.) | 22.8 | 32.2 | 31.8 | 32.2 | 29.3 |
| Cookbooks | 35.6 | 23.1 | 29.4 | 24.1 | 28.7 |
| Labels, wrappers, etc | 15.8 | 27.7 | 8.2 | 23.0 | 18.0 |
| Radio and TV | 11.9 | 6.2 | 14.1 | 3.5 | 9.2 |
| Recipes and pamphlets received in stores | 6.9 | 7.7 | 8.2 | 12.6 | 8.9 |
| Word of mouth | 5.9 | 3.1 | 4.7 | 4.6 | 4.7 |
| Family recipes | - | - | 2.4 | - | .6 |
| Other means | 1.1 | - | 1.2 | - | .6 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked | 101 | 65 | 85 | 87 | 338 |

44.

Do you, the homemaker, work outside of your home?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Yes | 22.5 | 30.9 | 27.1 | 26.3 | 26.1 |
| No. | 75.6 | 68.2 | 72.7 | 73.7 | 73.0 |
| Not answered, etc | 1.9 | .9 | .2 | - | .9 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 587 | 330 | 507 | 373 | 1,797 |

If "YES", do you work full time or part time?

| | Rural % | 2,500-25,000 % | 25,001-500,000 % | 500,001 and over % | Total % |
|---|---|---|---|---|---|
| Full time | 41.7 | 58.8 | 45.3 | 50.0 | 48.2 |
| Part time | 58.3 | 41.2 | 54.7 | 49.0 | 51.6 |
| Not answered, etc | - | - | - | 1.0 | .2 |
| Totals | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Number asked. | 132 | 102 | 137 | 98 | 469 |

# National Family Opinion

Dear Consultant:

This questionnaire is about fish (for example haddock, whitefish, salmon, swordfish, etc.) and shellfish (shrimp, oysters, lobster, crab meat, etc.). Although the questionnaire looks quite long, I think you will find it easy to answer after you have read the directions on it carefully.

SECTION I has to do with your family's use of Frozen Breaded Shrimp - both already cooked (the kind that only have to be heated) and raw (the kind that have to be cooked).

SECTION II deals with your family's use of Frozen Fish Sticks, both the already cooked ones that just have to be heated and also those that are raw and have to be cooked.

SECTION III asks about your family's consumption of fish and shellfish both at home and in restaurants. Even though you and the members of your family may find it difficult to remember, please ask them to give you the best answer possible so that you can fill in all the questions in this section.

Your answers to SECTION IV will be a great help in acquainting those interested with just how Mrs. Homemaker would like to receive information of fish and shellfish cookery.

Please answer all the questions on the questionnaire as they apply to your family, being careful to follow the directions on the questionnaire.

Many thanks for your cooperation. I'll be looking for your questionnaire.

Cordially,

Carol Adams

Carol Adams
Managing Director

## SECTION I - BREADED SHRIMP CONSUMPTION

During the past year, have you served any frozen breaded shrimp in your home that were purchased already cooked and needed only to be heated to serve?

CHECK ONE

(1) Yes_____ *(If "YES", continue with question #2)*

(2) No_____ If "NO", why haven't you tried them?

_____

_____

If no particular reason, check here_____.

*If "NO", skip to question #6.*

If you have served breaded pre-cooked shrimp, did you like them? (Check one)

(1) Yes____ (2) No____

If "YES", how many times during October did you serve them?_____

*(Write in number of times or "none" and continue with question #3)*

If "NO", why didn't you like them?

_____

_____

*If "NO", skip to question #6.*

Has the use of frozen breaded pre-cooked shrimp completely replaced the serving of other fishery product(s)? (Check one)

(1) Yes____ (2) No_____ *(If "NO", continue with question #4)*

If "YES", what type fishery product(s) have the frozen breaded pre-cooked shrimp completely replaced? (Check)

| | | |
|---|---|---|
| Fresh Fish ____ | Frozen Fish ____ | Canned Fish ____ |
| Fresh Shellfish____ | Frozen Shellfish____ | Canned Shellfish____ |

*Frozen Breaded Pre-cooked Shrimp has completely replaced other fishery products, skip to question #5.*

4. Has the use of frozen breaded pre-cooked shrimp caused you to serve other fishery product(s) to a less extent? (Check)

(1) Yes____ (2) No____ *(If "NO", continue with question #5)*

If "YES", what type fishery product(s) have the frozen breaded pre-cooked shrimp caused you to serve to a less extent? (Check)

| | | |
|---|---|---|
| Fresh Fish _____ | Frozen Fish _____ | Canned Fish _____ |
| Fresh Shellfish_____ | Frozen Shellfish_____ | Canned Shellfish_____ |

5. Do you prefer a light, golden colored or a darker, brown colored frozen pre-cooked breaded shrimp in the package? (Check one)

(1) Light, golden_____ (2) Darker, brown_____

6. During the past year, have you served frozen breaded shrimp in your home that were purchased not cooked and had to be cooked before serving?

CHECK ONE

(1) Yes_____ *(If "YES", continue with question #7)*

(2) No _____ If "NO", why haven't you tried them?

_____

_____

If no particular reason, check here_____.

*If "NO", skip to question #11.*

NOTE: If you have used neither frozen breaded pre-cooked or frozen breaded uncooked shrimp, skip to Section II - Question 18.

7. If you have served frozen breaded uncooked shrimp did you like them? (Check one)

(1) Yes_____ (2) No_____

If "YES", how many times during October did you serve them? _____

*(Write in number of times or "none" and continue with question #8)*

If "NO", why didn't you like them?

_____

_____

*If "NO", skip to question 11.*

PLEASE CONTINUE WITH QUESTIONS ON THE NEXT PAGE

Has the use of frozen breaded uncooked shrimp completely replaced the serving of other fishery products? (Check one)

(1) Yes____ (2) No____ *(If "NO", continue with question #9)*

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp completely replaced? (Check)

| | | |
|---|---|---|
| Fresh Fish ____ | Frozen Fish ____ | Canned Fish ____ |
| Fresh Shellfish____ | Frozen Shellfish____ | Canned Shellfish____ |

*If Frozen Breaded Uncooked Shrimp has completely replaced other fishery products, skip to question #10*

Has the use of frozen breaded uncooked shrimp caused you to serve other fishery product(s) to a less extent? (Check)

(1) Yes____ (2) No____ *(If "NO", continue with question #10)*

If "YES", what type fishery product(s) have the frozen breaded uncooked shrimp caused you to serve to a less extent? (Check)

| | | |
|---|---|---|
| Fresh Fish ____ | Frozen Fish ____ | Canned Fish ____ |
| Fresh Shellfish____ | Frozen Shellfish____ | Canned Shellfish____ |

If you have served both frozen breaded pre-cooked shrimp and frozen breaded uncooked shrimp, which do you prefer? (Check one)

(1) Prefer Pre-cooked____ (2) Prefer Uncooked____ (3) No Preference____

Why?_____ Why?_____

_____ _____

If you have served either frozen breaded pre-cooked shrimp or frozen breaded uncooked shrimp, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

CHECK ONE (1) Yes____ (2) No____

If "NO", how could the above be improved?

_____

_____

_____

How much breading do you like on breaded shrimp? (Check one)

(1) Heavy Breading____ (2) Medium Breading____ (3) Thin Breading____

13. Some sizes of breaded shrimp are shown below, write a "1" on the size you most prefer and a "2" on the size you next prefer.

14. What size package of breaded shrimp do you prefer? (Check one)

(1) 8 oz. ____ (2) 10 oz.____

(3) 12 oz.____ Other (write in) _____

15. What type of breaded shrimp do you prefer to buy? (Check more than one, if appropriate)

(1) Fantail (with tailshell left on)____ (2) Completely peeled____

Other (write in) _____

16. Do you prefer to buy packaged shrimp that are bulk frozen or frozen in layers separated by paper?

(1) Bulk____ (2) Layers____ (3) No Preference____

17. For what purposes have you served breaded shrimp during the past year? (Check more than one, if appropriate)

(1) Main meal____ (2) Snacks____

(3) Hors d'oeuvers____ Other (write in) _____

PLEASE CONTINUE WITH QUESTIONS ON THE NEXT PAGE

## SECTION II - FISH STICKS CONSUMPTION

. During the past year, have you served any frozen breaded fish sticks in your home that were purchased already cooked and needed only to be heated to serve?

CHECK ONE

(1) Yes_____ *(If "YES", continue with question #19)*

(2) No _____ If "NO", why haven't you tried them?

_____

_____

If no particular reason, check here_____.

*If "NO", skip to question #22.*

9. If you have served frozen breaded pre-cooked fish sticks, did you like them? (Check one)

(1) Yes____ (2) No____

If "YES", how many times during October did you serve them? _____

*(Write in number of times or "none" and continue with question #20)*

If "NO", why didn't you like them?

_____

_____

*If "NO", skip to question #22.*

0. Has the use of frozen breaded pre-cooked fish sticks completely replaced the serving of other fishery products? (Check one)

(1) Yes____ (2) No____ *(If "NO", continue with question #21)*

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks completely replaced? (Check)

| | | |
|---|---|---|
| Fresh Fish ____ | Frozen Fish ____ | Canned Fish ____ |
| Fresh Shellfish____ | Frozen Shellfish____ | Canned Shellfish____ |

*zen Breaded Pre-cooked Fish Sticks has completely replaced other fishery products, skip to question #22.*

21. Has the use of frozen breaded pre-cooked fish sticks caused you to serve other fishery products to a less extent? (Check)

(1) Yes____ (2) No____ *(If "NO", continue with question 22)*

If "YES", what type fishery product(s) have the frozen breaded pre-cooked fish sticks caused you to serve to a less extent? (Check)

| | | | | | |
|---|---|---|---|---|---|
| Fresh Fish | ____ | Frozen Fish | ____ | Canned Fish | ____ |
| Fresh Shellfish | ____ | Frozen Shellfish | ____ | Canned Shellfish | ____ |

22. During the past year, have you served frozen breaded fish sticks in your home that were purchased not cooked and had to be cooked before serving?

CHECK ONE

(1) Yes____ *(If "YES", continue with question #23)*

(2) No ____ If "NO", why haven't you tried them?

_____

_____

If no particular reason, check here____.

*If "NO", skip to question #27.*

NOTE: If you have used neither frozen breaded pre-cooked or frozen breaded uncooked fish sticks, skip to Section III - Question 35.

23. If you have served frozen breaded uncooked fish sticks, did you like them?

CHECK ONE

(1) Yes____ (2) No____

If "YES", how many times during October did you serve them? _____

*(Write in number of times or "none" and continue with question #24)*

If "NO", why didn't you like them?

_____

_____

*If "NO", skip to question #27.*

PLEASE CONTINUE WITH QUESTIONS ON THE NEXT PAGE

Has the use of frozen breaded uncooked fish sticks completely replaced the serving of other fishery products? (Check one)

(1) Yes____ (2) No____ *(If "NO", continue with question #25)*

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks completely replaced? (Check)

| | | |
|---|---|---|
| Fresh Fish ____ | Frozen Fish ____ | Canned Fish ____ |
| Fresh Shellfish____ | Frozen Shellfish____ | Canned Shellfish____ |

*ozen Breaded Uncooked Fish Sticks has completely replaced other fishery products, skip to question #26.*

Has the use of frozen breaded uncooked fish sticks caused you to serve other fishery products to a less extent? (Check)

(1) Yes____ (2) No____ *(If "NO", continue with question #26)*

If "YES", what type fishery product(s) have the frozen breaded uncooked fish sticks caused you to serve to a less extent? (Check)

| | | |
|---|---|---|
| Fresh Fish ____ | Frozen Fish ____ | Canned Fish ____ |
| Fresh Shellfish____ | Frozen Shellfish____ | Canned Shellfish____ |

If you have served both frozen pre-cooked breaded fish sticks and frozen uncooked breaded fish sticks, which do you prefer? (Check one)

(1) Prefer Pre-Cooked_____ (2) Prefer Uncooked_____ (3) No Preference_____

Why? _____ Why? _____

_____ _____

_____ _____

If you have served either frozen pre-cooked breaded fish sticks or frozen uncooked breaded fish sticks, did the package adequately describe the contents, manner in which to prepare, and suggested recipes?

CHECK ONE (1) Yes____ (2) No____

If "NO", how could the above be improved?

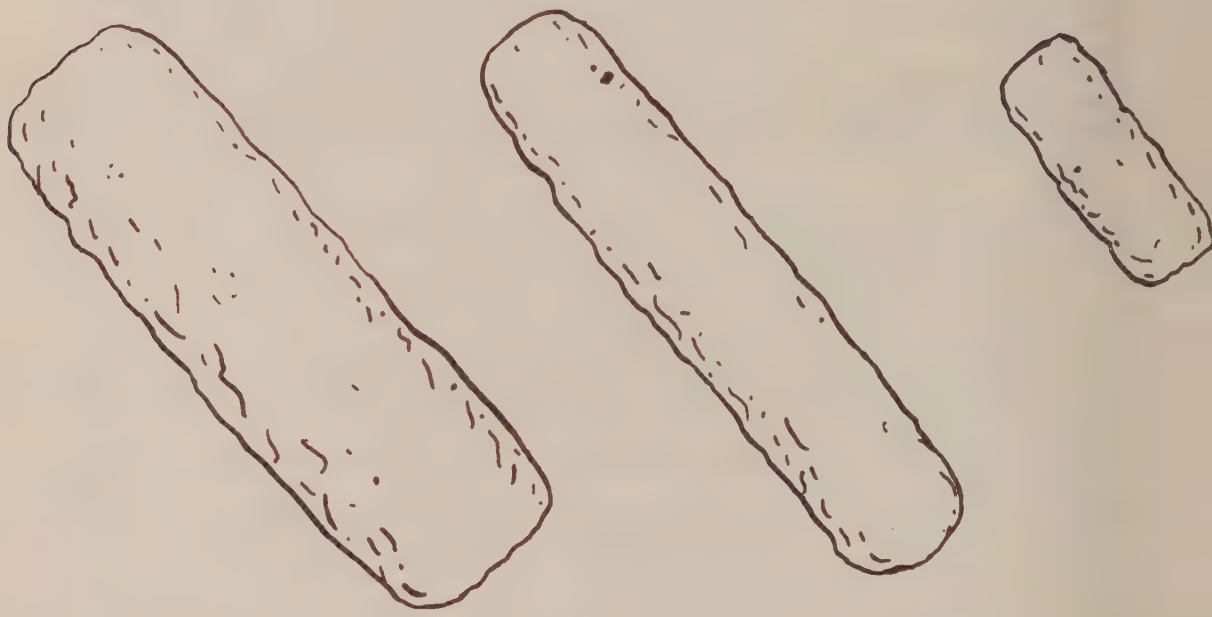
_____

_____

28. How much breading do you like on breaded fish sticks? (Check one)

(1) Heavy Breading____ (2) Medium Breading____ (3) Thin Breading____

29. Sizes of breaded fish sticks are shown below, write a "1" on the size you most prefer and a "2" on the size you next prefer.



30. What size package of breaded fish sticks do you prefer? (Check one)

(1) 8 oz. ____ (2) 10 oz.____

(3) 12 oz.____ Other (write in) _____

31. Do you prefer fish sticks to be not seasoned, moderately seasoned, or highly seasoned? (Check one)

(1) Not Seasoned____ (2) Moderately Seasoned____ (3) Highly Seasoned____

32. For what purposes have you served fish sticks during the past year? (Check more than one, if appropriate)

(1) Main meal ____ (2) Snacks____

(3) Hors d'oeuvres____ Other (write in) _____

PLEASE CONTINUE WITH QUESTIONS ON THE NEXT PAGE

33. The kind (species) of fish used in the manufacture of the fish sticks must be shown on the package. In buying fish sticks do you have a preference for the kind (species) of fish from which the fish sticks are made?

CHECK ONE (1) Yes___ (2) No___

If "YES",

a) Which kind (species) or kinds do you prefer?

_____

34. Are there any kind (species) of fish from which fish sticks are made that you do not like?

(1) Yes___ (2) No___

a) What kind (species) do you not like?

_____

Now we come to fish consumption in general; including fresh, frozen, and canned fish and shellfish

SECTION III. Family Consumption of Fish (for example haddock, whitefish, salmon, swordfish, etc.) and Shellfish (for example shrimp, oysters, lobsters, crab meat, etc.)

A. FAMILY HOME CONSUMPTION

35. How many times during October did your family eat fish or shellfish as a main course at home? (Write in number or "none")

_____times

36. Is there any season during which your family eats fish and shellfish meals more often at home than at other times during the year?

CHECK ONE (1) Yes___ (2) No___

If "YES", write the season. _____

## B. GROUP RESTAURANT CONSUMPTION

37. Do you and your family as a group ever eat fish or shellfish in restaurants?

(1) Yes____ (2) No____ *(If "NO", skip to question #40)*

a) If "YES", why does your family as a group eat fish or shellfish in restaurants?

_____

_____

38. How many times during October did your family as a group eat in a restaurant? (Write in number or "none")

_____times

Of these, how many times were fish and shellfish eaten as a main course by the majority of the group? (Write in number or "none")

_____times

39. Is there any season during which your family as a group eats fish and shellfish meals more often in a restaurant than at other times during the year?

CHECK ONE (1) Yes____ (2) No____

If "YES", write season. _____

## C. INDIVIDUAL CONSUMPTION AWAY FROM HOME

40. During the month of October, were there steady workers in your family?

CHECK ONE (1) Yes____ (2) No____

*If "NO", skip to Section IV - Question #41.*

If "YES", please write in the Sex and Age of each steady worker in your family during the month of October, and how many times each ate fish or shellfish as a main course in a restaurant or cafeteria during that month. (Write in number or "None" for BOTH restaurant and cafeteria.)

| Steady Worker's Family Member | Sex | Age | Times fish or shellfish was eaten as main course in Restaurant | or Cafeteria |
|---|---|---|---|---|
| Homemaker | *Female* | ___ | _____ | _____ |
| Husband | *Male* | ___ | _____ | _____ |
| Other Family Members | ___ | ___ | _____ | _____ |
| | ___ | ___ | _____ | _____ |
| | ___ | ___ | _____ | _____ |

PLEASE CONTINUE WITH QUESTIONS ON THE NEXT PAGE

## SECTION IV - RECIPES AND FISH COOKING

41. Do you now have enough information on fish and shellfish cookery? (Check one)

(1) Yes____ (2) No____

42. How do you now get information on the preparation of fish and shellfish?

_____

43. Are there any other means of getting information on fish and shellfish cookery that would be more convenient to you?

(1) Yes____ (2) No____

If "YES", what are they?

_____

_____

44. Do you, the homemaker, work outside of your home?

(1) Yes____ (2) No____

If "YES", do you work: (Check)

(1) Full time____ (2) Part time____



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